Grade Level/Subject 8 ELA

Unit: Argument and Advertisement (Shark Tank)

Phoenixville Area School District Understanding by Design Template

Stage 1 Desired Results	
Overarching PA Core or National Standards: CC.1.2.8.B /E08.B-K.1.1.1 Cite the textual evidence that most strongly supports an analysis of what the text says explicitly as well as inferences, conclusions, and/or generalizations drawn from the text. CC.1.2.8.D /E08.B-C.2.1.1 Determine an author's point of view or purpose in a text and analyze how the author acknowledges and responds to	*Transfer*

Students will be able to independently use their learning to…
• Research to critically evaluate and analyze sources, synthesize concepts and evidence, and present conclusions with academic integrity. • Explore, develop, and articulate personal and world views in the context of diverse social, historical, and cultural perspectives. • Read closely and analytically to comprehend a range of increasing complex literary and informational text. • Students employ effective speaking and active listening skills while engaging in a range of collaborative conversations in order to learn, reflect, and respond.

Meaning-Making	
UNDERSTANDINGS *Students will understand that…* Rules of grammar and language conventions support clarity of communications between writers/speakers and readers/listeners. An expanded vocabulary enhances one's ability to express ideas and information. Audience and purpose influence a writer's choice of organizational pattern, language, and literary techniques. Effective speakers prepare and communicate messages to address the audience and purpose.	ESSENTIAL QUESTIONS *Students will keep considering...* How do readers know what to believe? How does what readers read influence how they should read it?

conflicting evidence or viewpoints. CC.1.2.8.E /E08.B-C.2.1.2 Analyze in detail the role of particular sentences in developing and refining a key concept. CC.1.2.8.F/ E08.B-C.2.1.3 Determine how the author uses the meaning of words or phrases, including connotative, or technical meanings, in a text; analyze the impact of specific word choices on meaning and tone. CC.1.2.8.H /E08.B-C.3.1.1 Delineate and evaluate the argument and specific claims in a text, assessing whether the reasoning is sound, and the evidence is		Who is the audience? What will work best for the audience? How do grammar and the conventions of language influence spoken and written communication? How does one develop and refine vocabulary for a specific persuasive purpose?
	Knowledge and Skills Acquisition	
	Students will know… Techniques an author/advertiser uses to influence their audience's perspective. That an author/advertiser changes their message to appeal to a specific audience. That stronger arguments are created with clear claims and strong supporting evidence. *Grammar:* Use verbs in the active and passive voice and in the conditional and subjunctive mood to achieve effects.	*Students will be skilled at…* Analyzing and evaluating claims and evidence for quality of an argument. Synthesizing persuasive messages. Determining the most effective use of

| relevant and sufficient; recognize when irrelevant evidence is introduced.

CC.1.2.8.F /CC.1.2.8.J /E08.B-V.4.1.2 Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.

DI.6-8.9 I know I am connected to other people and can relate to them even when we are different or when we disagree.

D.L.-Use of a variety of digital media to present ideas and persuade consumers. (Video, print and online advertising) | *Vocabulary:*
Ethos
Pathos
Logos
Caricature
Bandwagon
Repetition
Ethical appeal
Emotional appeal
Expert Opinion
Testimonial
Slogan | persuasive techniques to convince an audience of a claim.

Use academic vocabulary to describe advertising techniques. |

Stage 2 – Evidence

Evaluative Criteria	Assessment Evidence	
Rubric -Product message -Proposal argument essay -advertisement with techniques	PERFORMANCE TASK(S): Create a product to advertise using persuasive advertising techniques. • Develop a strong claim with supporting evidence for the product • Determine message and audience • Choose a type of advertisement that reaches that audience • Use appropriate advertising techniques to reach and persuade the audience	Differentiation Considerations:
	OTHER EVIDENCE: • Identification of persuasive techniques in advertisements • Evaluation of argument text	Differentiation Considerations: