**Persuasive Project**

*A Final Project for the Rhetorical Triangle Unit*

**The Big Picture:**

Your final assignment for this unit will be to create a piece with the purpose to persuade using **each of the three appeals of the Rhetorical Triangle: Ethos, Pathos, and Logos.** This assignment is very open – you may choose both your form and your topic – however, you must be sure to choose a form that is well-suited to your purpose, and a topic that 1) you are passionate about/knowledgeable in, and 2) is some sort of moral or ethical issue within our world.

**The To-Do List:**

(1 class) Brainstorming, Pre-searching and Deciding:

1. Choose your topic and your central idea about your topic
   * Consider topics you have personal experience with, or connection to

(4 classes) The Planning:

1. Identify your writing variables
2. Examine your ethos (figure out what makes you qualified to speak about your topic)
3. Examine your pathos (figure out what your audience needs, wants, and values)
4. Examine your logos (do your research)
   * Use a minimum of 3 different sources
   * Keep track of your sources

(5 classes) The Doing:

1. Create your piece using a program of your choice
   * Make sure to examine and discuss “counter-arguments” to your central idea
2. Create your Works Cited page
3. Independent Editing (proofread by yourself, complete the checklist, then make revisions)
4. Partner Editing (proofread with a partner, complete the checklist, then make revisions)
5. Hand your assignment in – you are not DONE Grade 12 Comprehensive English

**Identifying Your Writing Variables**

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| **Central Idea**  \*Make sure to choose a topic that is some sort of moral or ethical issue that you can relate to |  |
| **Form**  \*Suggestions: speech (min. 2 minutes), essay (min. 5 paragraphs), psa/ad (min. 2 minutes), newspaper page (min. 4 short “mini-forms”) |  |
| **Purpose**  \*To persuade to… buy, act, or believe (choose 1) |  |
| **Audience**  \*Be specific about gender, age, occupation, interests, etc. |  |
| **Context**  \*Consider where your project would be presented. Be as specific as possible. |  |

**Examine Your Ethos (i.e. know yourself):**

When responding to the questions below, consider the following components of Ethos:

* Your motivation for choosing your topic
* Your experience with your topic
* Your credentials (age, education, skills)

1. Good Character – What makes you trustworthy. What personal values guide your central idea? [replace with your response]

2. Good Sense – What you bring to your audience. What is your connection to/personal experience with your topic? [replace with your response]

3. Good Motives – What you do for your audience. How will achieving your purpose benefit your audience? [replace with your response]

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**Examine Your Pathos (i.e. know your audience):**

When responding to the questions below, consider the following components of Pathos:

* Your audience’s emotions
* Your audience’s values
* Your audience’s wants and needs
* Your audience’s fears and insecurities

1. Values – What does your audience value? What is important to them? [replace with your response]

2. Wants and Needs – What does your audience want and/or need to be happy and fulfilled? [replace with your response]

3. Fears and Insecurities – What is your audience afraid of? [replace with your response]

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**Examine Your Logos (i.e. know your topic):**

When responding to the questions below, consider the following components of Logos:

* Credible sources
* Well-researched and reliable facts
* Charts and statistics
* Specific examples and case studies

1. Supporting Idea 1: **[replace with your first argument]**

* Replace this text with information you will include in your piece

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2. Supporting Idea 2: **[replace with your second argument]**

* Replace this text with information you will include in your piece

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3. Supporting Idea 3: **[replace with your third argument]**

* Replace this text with information you will include in your piece

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4. Refuting Idea (Counter-Argument): **[replace with at least 1 counter-argument]**

* Replace this text with information you will include in your piece

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