

Persuasive *Writing*

Persuasion = to convince others.

- Persuasion uses credibility, logic, and emotion.
- Used by leaders, advertisers, scientists, lawyers, sales clerks ...

Examples:

- *Twenty doctors recommend this treatment.* (credibility)
- *The trail has been used safely for 50 years without incident.* (logic)
- *Don't be the last one on your block to try Green Grass fertilizer.* (emotion)

- Without money, bribes, rewards, or punishment, use persuasion to complete the scenes.
(1 sentence each)

1. Jed's bedtime was an hour ago; he doesn't want to go to bed.
2. Your friend, Jenna, must eat her lima beans before she can go to the movies.
3. Milo the dog doesn't think he should get off the couch.

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- Persuasive posters were used extensively during World War II (1941-45). Posters are a simple method of visual persuasion. The messages were posted in towns, factories, ships, and military bases. Study the following the WWII posters and answer the questions.



4. Which poster do you think is the most persuasive? (3-4 sentences each)
5. How do these posters represent a "team" effort by Americans? (3-4 sentences each)
6. Some WWII military training films used cartoon characters created by Walt Disney and Dr. Seuss. Explain why cartoons could be a good method for persuasion? (3-4 sentences each)

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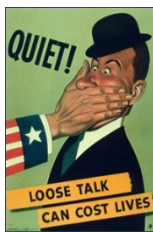
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(1 sentence each)

1. Jed's bedtime was an hour ago; he doesn't want to go to bed. *Jed, can you help me with this storybook once you get ready for bed, please?*
2. Your friend, Jenna, must eat her lima beans before she can go to the movies. *Jenna, if you eat the beans, then we can choose our preferred movie seats.*
3. Milo the dog doesn't think he should get off the couch. *Milo, come sit on the floor with me so we can see your best manners.*

- Persuasive posters were used extensively during World War II (1941-45). Posters are a simple method of visual persuasion. The messages were posted in towns, factories, ships, and military bases. Study the following the WWII posters and answer the questions.



4. Which poster do you think is the most persuasive? (3-4 sentences each) *Quiet* - It directly tells the consequences for talking too much about war plans. The use of Uncle Sam's arm shows it is a national issue and thereby important. The person is a common citizen, which means anyone can give away military plans.
5. How do these posters represent a "team" effort by Americans? (3-4 sentences each) *It is a team effort because the posters show the military, citizens, and a kid with his parents. It shows common practices like gardens or household fats that can help the war. The posters also show how these events are interconnected like food being used for soldiers and waste being recycled into explosives.*
6. Some WWII military training films used cartoon characters created by Walt Disney and Dr. Seuss. Explain why cartoons could be a good method for persuasion? (3-4 sentences each) *Most people have a fondness for cartoons from their earlier days. Watching cartoons when young can lead to loyalty and belief in that character. The colors, sounds, and funny movements are also enough to persuade some people to do things.*