

Grade: 8.1.4.14		Mastery Check	
Benchmark#:			
State Language: Identifies the author's position in a persuasive text and describes techniques the author uses to support that position. <ul style="list-style-type: none"> • Bandwagon approach • Glittering generalities • Testimonials • Citing statistics • Techniques that appeal to reason or emotion 		Student Friendly Language: Identify ways an author persuades you to believe or support a particular idea.	
Concept (Students will know): <ul style="list-style-type: none"> • Bandwagon approach • Glittering generalities • Testimonials • Citing statistics • Techniques that appeal to reason or emotion 	Skills (Students will do): Identify author's position in a persuasive text. Describes techniques the author uses.	Topics:	DOK Level: 2
Big Ideas: Understanding persuasive techniques will help students made better choices. Students can identify the author's point of view through understanding persuasive techniques.			
Essential Questions: What is a bandwagon approach? Give an example of this approach. Identify a glittering generality. Identify the celebrity giving the testimonial supporting an idea or product. What is a static? Give an example of how citing a statistic can be used to persuade an audience. Which techniques that appeal to reason or emotion are more effective in selling products to teenagers?			
Core Materials		Supplemental Materials:	

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