

<b>Grade: 7</b>		<b>Mastery Check</b>	
<b>Benchmark#: 7.1.4.14</b>			
<b><u>State Language:</u></b> 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"> <li>• Bandwagon approach</li> <li>• Glittering generalities</li> <li>• Testimonials</li> <li>• Citing statistics</li> <li>• Techniques that appeal to reason or emotion</li> </ul>		<b><u>Student Friendly Language:</u></b> Identify ways an author persuades you to believe or support a particular idea.	
<b><u>Concept (Students will know):</u></b> <ul style="list-style-type: none"> <li>• Bandwagon approach</li> <li>• Glittering generalities</li> <li>• Testimonials</li> <li>• Citing statistics</li> <li>• Techniques that appeal to reason or emotion</li> </ul>	<b><u>Skills (Students will do):</u></b> Identify author's position in a persuasive text.  Describes techniques the author uses.	<b><u>Topics:</u></b>	<b><u>DOK Level:</u></b> 2
<b><u>Big Ideas:</u></b> Understanding persuasive techniques will help students made better choices.  Students can identify the author's point of view through understanding persuasive techniques.			
<b><u>Essential Questions:</u></b>  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?			
<b><u>Core Materials</u></b>		<b><u>Supplemental Materials:</u></b>	

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