

English Unit Overview

Subject: English

Year: 10

Term: 1

Weeks: 1 - 11

Unit Title:

Talk me into it! The art of persuasion

Aim:

In this unit, year ten classes will explore a range of texts intended to persuade an audience, including: advertisements, feature articles, speeches and propaganda. Students will learn about the language and visual techniques used to persuade and develop skills to analyse the effectiveness of the texts. Students will use these skills to compose their own written and visual persuasive texts, including a feature article.

What students will do:

What students will learn:

What students will be assessed on:

Unit Outline

- Be introduced to list of essential vocabulary and learn to use these words when responding to and composing persuasive texts.
- Learn about the importance of purpose and audience and how to identify these in a range of types of texts.
- Revise and develop their understanding of persuasive language techniques, including hyperbole, calls to action and imperatives, and visual techniques, including symbolism, images, layout and vectors.
- Learn to identify and annotate persuasive techniques in visual and written texts.
- Compose their own persuasive texts that effectively use persuasive language and visual techniques.

Key Learning Outcomes

Students will learn to:

- Identify and describe the purpose and intended audience of a variety of texts.
- Identify and analyse the use of persuasive language and visual techniques in a range of texts.
- Identify and demonstrate an understanding of the use of subjective language in written texts.
- Compose a feature article that is intended to persuade an audience.

Evidence of Learning

- In class learning activities will vary between classes, however all students will be informally assessed on their ability to: demonstrate understanding of topic vocabulary, identify persuasive techniques and compose for the purpose of persuasion.
- Students will complete four comprehension quizzes and four writing tasks in the course of study for this unit.
- **Formal assessment task:** independently composed feature article that persuasively explores an issue of the students' choice.
- The **half yearly examination** will require students to demonstrate understanding of the purpose of a persuasive visual text and analyse the use of persuasive and visual techniques within the text.

Essential Words:

| | | | | | | | | |
|---------|----------|------------|------------|----------------|------------|---------------------|-----------|--------|
| Purpose | Audience | Persuasion | Composer | Objective | Subjective | Imperative | Incentive | Appeal |
| Jargon | Evidence | Hyperbole | Propaganda | Call to action | Modality | Rhetorical question | | |

Homework:

Specific homework may be distributed at the discretion of each class teacher. All English students are encouraged to read widely at home and regularly revise their classwork.

Grade Descriptors

Students will be graded on an A to E scale, as shown on formal assessment tasks and semester reports.

Work Samples

Formal assessment task – Feature article.