

Reading 2-5: Informational Concepts: Purpose, Structure, and Argument Analyze Author's Argument and Credibility

Author's Craft: Persuasive and Rhetorical Techniques

Students

Learning Continuum Statements:

Students:

RIT 181-190:

- Determines general persuasive technique used in advertising
- Recognizes assumptions about audience in advertising

Students:

RIT 191-200:

- Analyzes how word choice or rhetorical techniques advance purpose
- Determines general persuasive technique used in advertising
- Recognizes assumptions about audience in advertising
- Recognizes author's use of specific persuasive or propaganda techniques

Students:

RIT 201-210:

- Analyzes how word choice or rhetorical techniques advance purpose
- Analyzes language used to convey messages in advertising
- Analyzes persuasive technique used in a speech
- Analyzes techniques used by an author to illustrate or emphasize ideas
- Determines general persuasive technique used in advertising
- Recognizes assumptions about audience in advertising
- Recognizes author's use of specific persuasive or propaganda techniques

Students:

RIT 211-220:

- Analyzes how word choice or rhetorical techniques advance purpose
- Analyzes language used to convey messages in advertising
- Analyzes persuasive technique used in a speech
- Analyzes techniques used by an author to illustrate or emphasize ideas
- Determines general persuasive technique used in advertising
- Recognizes assumptions about audience in advertising
- Recognizes author's use of specific persuasive or propaganda techniques
- Recognizes the use of rhetorical question

Students:

RIT 221-230:

- Analyzes how word choice or rhetorical techniques advance purpose
- Analyzes language used to convey messages in advertising
- Analyzes persuasive technique used in a speech
- Analyzes techniques used by an author to illustrate or emphasize ideas
- Determines general persuasive technique used in advertising
- Evaluates author's acknowledgement of counterarguments
- Recognizes author's use of specific persuasive or propaganda techniques

Students:

RIT 231-240:

- Recognizes author's use of specific persuasive or propaganda techniques