

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

Characteristics of Genre: Persuasive, Argumentative

Students Learning Continuum Statements:

Students:

RIT 181-190:

- Recognizes assumptions about audience in advertising

Students:

RIT 191-200:

- Recognizes assumptions about audience in advertising
- Understands main message or claim in advertising

Students:

RIT 201-210:

- Analyzes language used to convey messages in advertising
- Analyzes persuasive technique used in a speech
- Recognizes assumptions about audience in advertising
- Understands main message or claim in advertising

Students:

RIT 211-220:

- Analyzes language used to convey messages in advertising
- Analyzes persuasive technique used in a speech
- Recognizes a stereotype in advertising
- Recognizes assumptions about audience in advertising
- Understands main message or claim in advertising

Students:

RIT 221-230:

- Analyzes language used to convey messages in advertising
 - Analyzes persuasive technique used in a speech
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