

## Reading: Informational Text: Craft and Structure

# Author's Craft: Persuasive and Rhetorical Techniques

### Students

### Learning Continuum Statements:

#### Students:

#### RIT 181-190:

- Recognizes assumptions about audience in advertising

#### Students:

#### RIT 191-200:

- Analyzes how word choice or rhetorical techniques advance purpose
- 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
- Identifies rhetorical technique used to introduce a claim
- Recognizes assumptions about audience in advertising
- Recognizes author's use of specific persuasive or propaganda techniques
- Recognizes sarcasm
- 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