

## Reading: Informational Text: Craft and Structure

# 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
- Identifies rhetorical technique used to introduce a claim
- 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

Students:

**RIT 231-240:**

- Analyzes advertising for evidence of bias