

Messages Under Pressure

Analyze how evidence and persuasive choices steer an audience.

9.C.4.B "Analyze the persuasive techniques used in diverse media formats (e.g., name calling, innuendo, glittering generalities, card stacking, bandwagon, testimonials, appeal to prestige, snobbery or plain folks, appeal to emotion)."

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

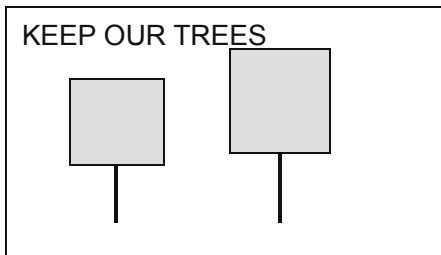
YOUR JOB Underline a persuasive phrase in each mockup. Name its technique and note which evidence each message includes or omits.

The Cedar Park Decision

- ① These are fictional classroom media about a proposed parking lot on part of Cedar Park. The scenario's planning memo says the project would remove 40 mature trees, add 60 young street trees and a rain garden, and create 180 parking spaces. It gives no costs or measurements comparing the habitats. More young trees does not by itself prove that mature habitat will be replaced.
- ② The park campaign made the poster below. A parking sponsor recorded the audio script. Judge each message against the planning memo and distinguish a claim from supporting evidence. A respected speaker may offer useful experience, but a testimonial alone cannot show that the whole plan is best. Name calling attacks people with a demeaning label; a neutral label for someone's position is not automatically name calling.
- ③ Card stacking selects evidence to favor one side while leaving out relevant information. Bandwagon appeals urge people to follow a crowd; glittering generalities use broad positive ideals without explaining how the plan achieves them. Appeals to emotion stir feelings, and snobbery implies a choice makes someone superior. Different techniques may occur together. Explain the likely effect of the specific words, images or audio cues instead of merely listing labels.

A · Save Cedar Park campaign poster

Protect Our Future

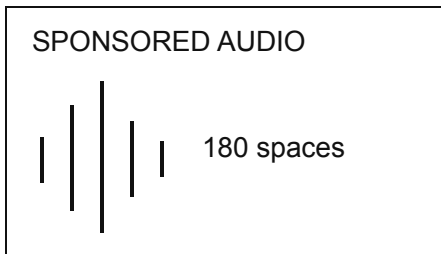


40 mature trees would be removed. Every caring neighbor stands with the park. Join thousands of voices before it is too late!

Campaign claim about thousands is not verified by the planning memo.

B · ParkSmart sponsored audio - read aloud

The smart choice



[Steady music.] Retired fire chief: "I have seen blocked roads delay crews after storms. I support this lot." Narrator: "Do not let selfish obstructionists stop progress. The plan adds 180 spaces. Choose the smart option for modern families."

Printed script supplies the audio message; a partner reads the words and names the music cue.

2 ANSWER WITH EVIDENCE ————— Use the media and background

1 Quote a glittering generality and a bandwagon appeal in A. Explain how either pressures the audience.

2 How does B use testimonial and name calling? Explain a limitation of the testimonial.

- 3** Identify card stacking in A using the planning memo. Why does the omitted tree count not settle the habitat question?

- 4** How might A's tree image and B's music and chief's voice influence reactions? Are those features evidence that either plan is best?

3 YOUR TURN

Your own words

Read poster A and have a partner read script B aloud, naming the music cue. Then use Message 1 to make a small persuasive poster about this decision: draw a visual and use two identifiable techniques. In Message 2, make a more balanced version with a visual and relevant memo facts from both sides. On the four lines, name your two techniques, explain their effects and describe what the balanced version changes. Do not invent statistics.

Message 1: write and draw the complete text

Message 2: write and draw the complete text

PART 1 • READ AND MARK

Underline a persuasive phrase in each mockup. Name its technique and note which evidence each message includes or omits. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Quote a glittering generality and a bandwagon appeal in A. Explain how either pressures the audience.	"Protect Our Future" is a glittering generality; "Join thousands of voices" is bandwagon. The first links opposition to a broad ideal; the second urges joining an asserted crowd.
2	How does B use testimonial and name calling? Explain a limitation of the testimonial.	The retired chief endorses the lot using professional experience. "Selfish obstructionists" demeans opponents. Past blocked roads do not establish that this particular lot is the best solution.
3	Identify card stacking in A using the planning memo. Why does the omitted tree count not settle the habitat question?	A includes 40 mature trees removed but omits 60 young trees and the rain garden. Those details matter, but counts alone do not compare habitat value or establish that young trees replace mature habitat.
4	How might A's tree image and B's music and chief's voice influence reactions? Are those features evidence that either plan is best?	The trees can evoke concern for nature; steady music and a respected voice can convey confidence or trust. These choices shape feelings but do not supply a full comparison of the plans.

PART 3 · YOUR TURN (SAMPLE ANSWER)

Message 1 could show two drawn trees beneath "Protect Our Future" and ask "How would you feel losing a familiar patch of shade?" The broad ideal is a glittering generality and the question appeals to emotion. Message 2 could show trees alongside a parking rectangle, with "Compare the Cedar Park plan: 40 mature trees removed; 60 young street trees, a rain garden and 180 spaces added. Ask for costs and habitat comparisons before deciding." Explanation: the first invites pride and concern; the second adds relevant opposing details and identifies missing evidence without pretending that tree counts settle habitat value.

All organizations, statements and numbers belong to a fictional classroom scenario. Read the supplied script; no absent recording is needed. Accept justified overlapping labels, but require specific evidence and a likely audience effect. The insult "selfish obstructionists" is name calling; "anti-parking activists" alone would describe a position and would not establish it. A's trees are actual printed drawings. Assess two actual student posters and the explanation. A balanced version may still take a position if it acknowledges relevant evidence and uncertainty.