

Unit Guide

All About Persuasion

Lori Wiley

The “All About Persuasion” curriculum unit has been developed for sixth grade English Language Arts students. In this unit, students will become familiar with the history of persuasion, the various types of persuasion, and how companies target their audiences through advertisements. Advertising makes a great way to teach persuasion because students are constantly exposed to commercials, pop-ups, and advertisements. They come from varying educational levels and social-economic backgrounds, but they all commonly see or hear advertising. While this unit was developed for a specific group of people, many of the activities can be adapted as needed. The unit is expected to take ten to fifteen days to complete using one hour classes.