

The Power of Persuasion: How to Get What You Want (With Words!)

Lesson Overview

Target Age: 10 years old (Grade 5)

Duration: 40 Minutes

Focus: Audience, Purpose, Structure (OREO), and Persuasive Language.

Learning Objectives

By the end of this lesson, learners will be able to:

- Identify the **audience** and **purpose** of a persuasive text.
- Organize a persuasive argument using the **OREO structure**.
- Use at least three **persuasive techniques** (like rhetorical questions or strong adjectives) to convince a reader.

Materials Needed

- Homework notes (analyzed advertisements).
- "OREO" Graphic Organizer (printed or drawn on paper).
- Whiteboard and markers (or large paper).
- "The Great Debate" prompt cards (e.g., "Should school be 4 days a week?" or "Is pizza a breakfast food?").
- Timer.

1. Introduction & Hook (5 Minutes)

The "Ad Detective" Check-in:

- **Hook:** Ask the learner: "If you wanted to stay up an hour later tonight, who would you have to convince? Would you use the same words for your mom as you would for your best friend?"
- **Homework Review:** Quickly discuss the ads found for homework. Ask:
 - *Purpose:* What did they want you to do/buy?
 - *Audience:* How do you know it was for kids/adults/pet owners?
- **Objective:** Explain that today we are moving from *watching* ads to *writing* them using a secret recipe called OREO.

2. Instruction: The "I Do" (10 Minutes)

The Core Concepts:

- **Audience & Purpose:**
 - *Purpose:* Why are we writing? (To persuade/convince).
 - *Audience:* Who are we talking to? (Tailor your tone!).
- **The OREO Structure:**
 - **O: Opinion** – State clearly how you feel.
 - **R: Reason** – Why do you feel that way?
 - **E: Evidence/Example** – Give a "for instance" or a fact to back it up.
 - **O: Opinion** – Restate your opinion with extra "oomph."
- **Persuasive Language Toolkit:**
 - *Rhetorical Questions:* "Don't you want to be the coolest kid on the block?"
 - *The Rule of Three:* Use three adjectives for impact (e.g., "Fast, fun, and free!").
 - *Strong Adjectives:* Instead of "good," use "spectacular" or "life-changing."

3. Guided Practice: The "We Do" (10 Minutes)

The "Ultimate Snack" Pitch:

- **Scenario:** We need to convince the "Snack Committee" (the teacher/parent) to add a new snack to the pantry.
- **Brainstorming:** Pick a snack (e.g., Watermelon or Chocolate chip cookies).
- **Collaboration:** Fill out an OREO chart together on the board/paper:
 - **O:** We believe [Snack] is the best choice for afternoon energy.
 - **R:** It is healthy/delicious and gives us brainpower.
 - **E:** For example, scientists say fruit helps you focus on math!
 - **O:** That is why [Snack] is the only logical choice for our pantry.
- **Language Check:** Ask the learner to add one rhetorical question to the pitch.

4. Independent Practice: The "You Do" (10 Minutes)

The Mini-Campaign:

- **The Task:** Choose one "Great Debate" card (e.g., "Video games should be a school subject" or "Dogs are better than cats").
- **Drafting:** The learner writes one solid OREO paragraph (4-6 sentences).
- **Constraint:** They must include:
 1. A clear OREO structure.
 2. One "Rule of Three" (e.g., "Dogs are loyal, brave, and furry").
 3. A specific target audience (e.g., writing to a Principal or a Pet Store Owner).

5. Conclusion & Assessment (5 Minutes)

Recap and Share:

- **Share:** The learner reads their paragraph aloud.
- **Peer/Self-Feedback:** Ask: "Did you state your opinion clearly? Did your evidence make me want to agree with you?"
- **Success Criteria Check:**
 - Did I identify my audience? (Yes/No)
 - Did I use the OREO steps? (Yes/No)

- Did I use persuasive words? (Yes/No)
- **Exit Ticket:** "Tell me one 'persuasive word' you used today that you think is really powerful."

Differentiation & Adaptations

- **For Struggling Learners:** Provide sentence starters for each letter of OREO (e.g., "In my opinion...", "One reason is...", "For instance...").
- **For Advanced Learners:** Ask them to include a "Counter-Argument" (e.g., "Some people might say video games are distracting, BUT...").
- **Classroom Context:** Have students trade their "Independent Practice" paragraphs and try to identify the audience their partner was writing for.
- **Homeschool Context:** Make the topic "Real World"—convince a parent to change a house rule or go to a specific park for the weekend.