

# McREL: Persuasion

## Language Arts

### Reading

#### Standard 7

Uses reading skills and strategies to understand and interpret a variety of informational texts

Level IV Grade : 9-12

7. Uses a variety of criteria to evaluate the clarity and accuracy of information (e.g., author's bias, use of persuasive strategies, consistency, clarity of purpose, effectiveness of organizational pattern, logic of arguments, reasoning, expertise of author, propaganda techniques, authenticity, appeal to friendly or hostile audience, faulty modes of persuasion)

### Listening and Speaking

#### Standard 8

Uses listening and speaking strategies for different purposes

Level III Grade : 6-8

12. Understands elements of persuasion and appeal in spoken texts (e.g., purpose and impact of pace, volume, tone, stress, music in radio announcements; images conveyed by vocabulary and ideas)

### Civics

#### Standard 19

Understands what is meant by "the public agenda," how it is set, and how it is influenced by public opinion and the media

Level IV Grade : 9-12

6. Understands the ways in which television, radio, the press, newsletters, and emerging means of communication influence American politics; and understands the extent to which various traditional forms of political persuasion have been replaced by electronic media