

ENG 180 Sect. 10
Lesson Plan Worksheet

Tuesday, September 7, 2021

What is Visual Rhetoric?

“Indeed, learning to write may be part of learning to read. For all I know, writing comes out of a superior devotion to reading.” -Eudora Welty

Task	Details	Time
Attendance/ Agenda	Free-write: Think about a vacation you've taken in the past (or one that you wish you could take). Now, choose one of the rhetorical appeals, Ethos, Pathos, or Logos, to write about how you could persuade somebody to choose that vacation spot. <i>(Volunteers share ideas)</i>	10 min. 9:30-9:40
Topic/ Activity 1	Purdue Slide Presentation: Visual Rhetoric - How text elements, colors, and images help or hurt rhetorical appeals.	20 min. 9:40-10:00
Topic/ Activity 2	Group Work: Identify Visual Rhetoric (pg. 53) - use ad from 580 rhetorical analysis	20 min. 10:00-10:20
	Groups share responses	10 min. 10:20-10:30
Topic/ Activity 3	Discuss Proper formatting for Academic papers (IC pgs 394-395) - Show rhetorical analysis paper as example	10 min. 10:30-10:40
Wrap-Up/ Reminders	Nothing due tonight!!! Readings for Thursday... - JC: "What is Analysis?" pgs. 53-61 - IC: "Write a Rhetorical Analysis" pgs. 49-52 - WO: Visual Advertisements Folder Due Thursday night: Rhetorical Analysis Invention Worksheet	5 min. 10:40-10:45

	Office Hours - virtual hours Mondays 2-3:30pm - in-person Thursdays 11am-12pm	
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TR: 75 minutes of class time