

Graphic Organizer: English III: Module 2: Lesson 5: Section 3:

Understanding How Appeals Work: Worksheet #1

Directions: Using the introduction and reading passage, complete the Appeals Table below. In the Dominant Appeal column, write either the word “emotional” or “logical” as the focus of the passage. In the Supporting Quotations column, quote 2 or 3 words or phrases (diction and imagery) that help create the appeal. In the Explanation of Effects column, explain how the author’s diction and imagery work. You can mouse over the button below the table to see a comparison response.

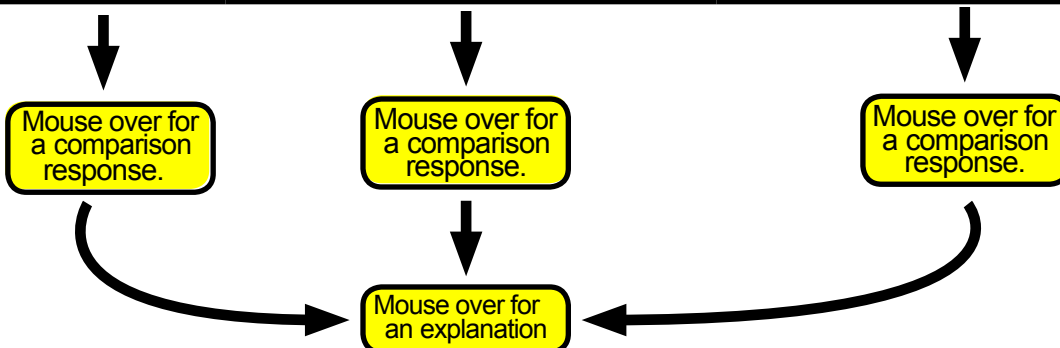
John Steinbeck’s 1939 prize-winning novel The Grapes of Wrath tells the story of a family driven off their rented farm in Oklahoma by drought, poverty, and changes in the banking and agricultural industries. They and thousands of other “Okies” head to California to find work, but find hostility and fear instead. Through his sympathetic portrayal of the Joad family, Steinbeck hoped Americans would learn what was happening and would do something positive to change things before the nation fell apart. In another passage from the novel, farmers have grown too much produce, which the government destroys to keep prices up rather than distributing it in some way.

From the novel *The Grapes of Wrath*, by John Steinbeck

The people come with nets to fish for potatoes in the river, and the guards hold them back; they come in rattling cars to get the dumped oranges, but the kerosene is sprayed. And they stand still and watch the potatoes float by, listen to the screaming pigs being killed in a ditch and covered with quicklime, watch the mountains of oranges slop down to a putrefying ooze; and in the eyes of the people there is the failure; and in the eyes of the hungry there is a growing wrath. In the souls of the people the grapes of **wrath** are filling and growing heavy, growing heavy for the **vintage**. (477)

Appeals Table #1: *The Grapes of Wrath*

Dominant Appeal	Supporting Quotation(s) for Each	Explanation of Effect(s)
	“potatoes in the river” “guards hold them back” “rattling cars” Add more examples:	Steinbeck’s diction and imagery capture the horror and outrage of starving people watching food spoil.



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Understanding How Appeals Work: Worksheet #2

Directions: Using the introduction and reading passage, complete the Appeals Table below. In the Dominant Appeal column, write either the word “emotional” or “logical” as the focus of the passage. In the Supporting Quotations column, quote 2 or 3 words or phrases (diction and imagery) that help create the appeal. In the Explanation of Effects column, explain how the author’s diction and imagery work. You can mouse over the button below the table to see a comparison response.

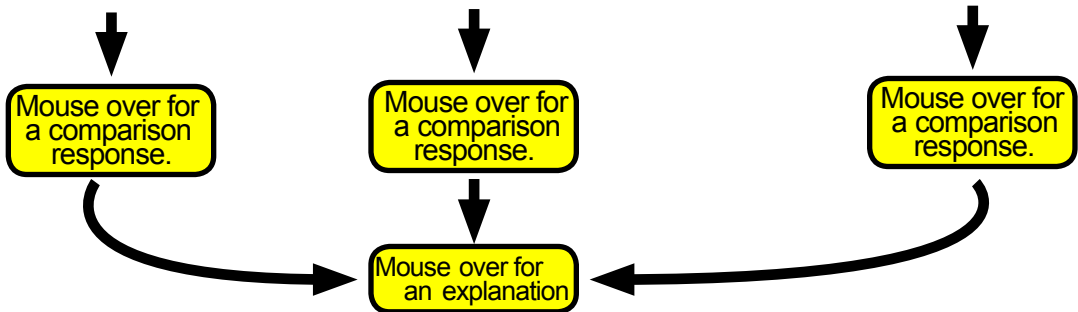
Eric Schlosser’s nonfiction work Fast Food Nation: The Dark Side of an All-American Meal (2001) exposes the negative impact the fast food industry has had on everything from ranching to teen-aged laborers to migrant workers to obesity rates, even to new parts of towns being designed to accommodate miles of fast food restaurants. Schlosser relies on his deep and wide research to carry his message to his readers rather than dwelling on his outrage about what is going on.

From the book *Fast Food Nation: The Dark Side of an All-American Meal*, by Eric Schlosser

Today it can take years for an injured worker to receive workers’ comp benefits. During that time, he or she must pay medical bills and find a source of income. Many rely on public assistance. The ability of meatpacking firms to delay payment discourages many injured workers from ever filing workers’ comp claims. It leads others to accept a reduced sum of money as part of a negotiated settlement in order to cover medical bills. The system now leaves countless unskilled and uneducated manual workers poorly compensated for injuries that will forever hamper their ability to earn a living. The few who win in court and receive full benefits are hardly set for life. Under Colorado’s new law, the payment for losing an arm is \$36,000. An amputated finger gets you anywhere from \$2,200 to \$4,500, depending on which one is lost. And ‘serious permanent disfigurement about the head, face, or parts of the body normally exposed to public view’ entitles you to a maximum of \$2,000. (185)

Appeals Table #2: *Fast Food Nation*

Dominant Appeal	Supporting Quotation(s) for Each	Explanation of Effect(s)
	“can take years” “must pay medical bills” “losing an arm is \$36,000” Add more examples:	Schlosser provides facts, details, and examples in his explanation of what happens to manual laborers in the meatpacking business.



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Understanding How Appeals Work: Worksheet #3

Directions: Using the introduction and reading passage, complete the Appeals Table below as you did in Worksheets #1 and #2. You can mouse over the button below the table to see a comparison response.

Leonard Pitts begins his column "We Need a History Lesson About Nazis" with the startling statement that he hopes "it makes you sick." But to get people to continue to read the rest, he must provide reasonable examples and statistics to show that he is of good sense and has moral integrity. He wants people to consider the horror the Nazis wrought upon millions of people during World War II and to stop unthinkingly calling people they merely disagree with this horrible name.

From the column "We Need a History Lesson About Nazis," by Leonard Pitts

I hope this column makes you sick.

See, we'll be talking about Nazis, something many of us are doing lately. Indeed, just this week a fellow named Joseph e-mailed me about a caller he heard on a radio show. The man, vexed over healthcare reform, likened President Obama to Adolf Hitler. Asked why, he said, "Hitler took over the car companies, then healthcare and then he killed the Jews."

Said Joseph: "I almost swerved my vehicle off the road when I heard that."

But the caller is hardly unique. Google "Obama + Nazis" and you get almost seven million hits. Nor is the phenomenon new. Substitute President Bush's name and you get nearly 2.8 million.

Even granting that many of those hits are benign, it seems obvious the Nazis have invaded American political rhetoric in a big way. As in Rush Limbaugh declaring healthcare reform "a Hitler-like policy," swastikas popping up at protest rallies, a poster depicting Obama with Hitler's moustache and a pamphlet that says: "Act Now to Stop Obama's Nazi Health Plan!"

It's important to remember that the Nazis are passing out of living memory; U.S. soldiers of that era are said to be dying at the rate of 1,200 a day. Which makes it too easy, I think, for a nation of notorious historical illiteracy to remake the Nazis as some kind of all-purpose boogymen for slandering political enemies and scoring cheap rhetorical points.

So I thought it would be good to make you sick, i.e., to spend a few minutes reminding some and teaching others what you invoke when you **invoke** the Nazi regime.

Appeals Table #3: "We Need a History Lesson About Nazis"

Dominant Appeal	Supporting Quotation(s) for Each	Explanation of Effect(s)
Emotional AND Logical	"I hope this column makes you sick." Add more examples:	Why does Pitts incorporate the logical appeal into this emotional argument?

