







## INTRODUCTION

Today, we will:



Reflect on the relationship between our diets and personal health



Learn about the work of Appetite for Change, a community food organization





### SEL CONNECTION



Today, we will practice **self awareness** by considering our own diet habits and relationships with food, **social awareness** by learning about community organizations, and **responsible decision making** by considering healthy diets and food choices.









## ICEBREAKER

# THE QUESTION WEB







#### ICEBREAKER



#### THE QUESTION WEB

- 1) Stand in a circle
- 2) When the yarn or ball reaches you, answer the question your classmate asks.
- 3) Once you've answered, throw the ball to another classmate and ask them a different question!













# THE RHETORIC ANALYSIS







#### LESSON: PART ONE

#### REVIEW

#### THE RHETORIC ANALYSIS

1) Review the image of the Rhetorical Triangle.

2) Keep this image in mind as we watch a video.



#### THE RHETORICAL TRIANGLE AN OVERVIEW OF THE THREE RHETORICAL APPEALS

SPEAKER | Ethos is the Greek term for "ethics." but has been made to represent credibility of the person making a communication (the "speaker"). Ethos is established through a variety of factors, including status, awareness, professionalism, celebrity endorsement. research, and so forth. Build ethos to make your audience trust what you are saying.

audience | Pathos is the Greek term for "emotion," but has been made to represent how an audience feels or experiences a message. The appeal of pathos makes a person feel excited, sad, angry, motivated, jealous, or any other number of emotions that may persuade them to act based on what you say.

#### LOGOS

**MESSAGE** | Logos is the Greek term for "logic," but has been made to represent the facts, research, and other message elements that provide proof or evidence to a claim. Use logos to convince your audience that what they are hearing or seeing is well researched, well built, or otherwise worth their time.

The Visual Communication Guy.com





#### LESSON: PART ONE



WATCH A VIDEO

#### THE RHETORIC ANALYSIS

Watch the video for "Grow Food" while reviewing the lyrics.









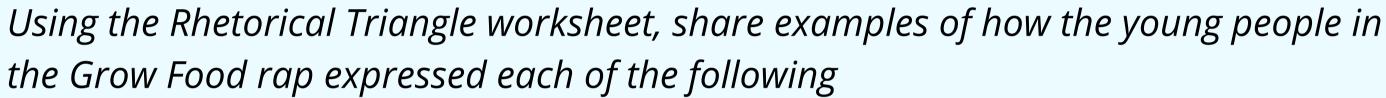


#### LESSON: PART ONE





#### THE RHETORIC ANALYSIS







**Ethos (Author):** What was their style? Point of view? Way of delivering their message?



**Pathos (Audience):** Who is this message for? How do you know? What impact do you think the young people want the message to have on its audience?



**Logos (Message):** What was the purpose of the message? Was the message well researched? If so, how can you tell? How effective do you think the young people were in delivering their message? What are some other ways they could get the message out to more people?









# DEBRIEF / EXTENSION







### EXTENSION



#### PERSONAL NOTEBOOK CHALLENGE

Keep track of everything you eat for one week.

- What do you notice?
- What do you wonder?
- What changes could you make?





