4°REVIEW - ENGLISH

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Intro

- EL PROPOSITO DE TODO ANUNCIO ES PODER PERSUADIR A SU AUDIENCIA DE ALGO.

- ESTO SE LLAMA LENGUAJE PERSUASIVO (PERSUASIVE LANGUAGE).

- ESTE TIPO DE LENGUAJE TIENE TRES GRANDES CATEGORIAS:

Ethos "manners". Habits and customs…

- "habitual character and disposition; moral character; habit, custom; an accustomed place"

Logos... reason – logic = razón, lógica

- The Greek word was used by Neo-Platonists in metaphysical and theological senses involving notions of both "reason" and "word"

Pathos… feelings and emotions … sentimientos y emociones

- from Greek pathos "suffering, feeling, emotion, calamity," literally "what befalls one,"

- The rhetorical triangle is a common reference to the three rhetorical appeals identified by Aristotle: ethos, pathos, and logos. These three Greek terms make reference to the primary concepts from which messages–in any communication channel–are created…

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.

ETHOS

PATHOS

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.

Ethos in advertisement

- ETHOS: An advertisement using ethos will try to convince the viewer that the company is reliable, honest, and credible; therefore, you should buy its product.

- Ethos often involves statistics from reliable experts. For example, nine out of ten dentists agree that Colgate is better than any other brand of toothpaste.

- Often, a celebrity endorses a product to lend it more credibility.

Logos in advertisement

- LOGOS: An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does.

- The logos of an advertisement will be the "straight facts" about the product.

Pathos in Advertisement

- PATHOS: An advertisement using pathos will attempt to evoke an emotional response in the consumer.

- Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking Coke.

- Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the 'wrong' mattress.

- Pathos can also include emotions such as fear and guilt. Images of a starving child persuade you to send money.

IN TOWN, CAR ACCIDENTS
DON'T JUST HAPPEN TO CARS.

SLOW DOWN.

Now your turn

- Find out what persuasive language these ads are using…

i am

a neighbor
a friend
a mentor
a sister

and a
Tennessee Law
Enforcement
Officer.

Ordinary people with
extraordinary jobs.

Tennessee
Association of
Chiefs of Police

Science Fiction - SCI - FI

# READING (TAKEN FROM- QUESTIONS ON SCIENCE FICTION-WORKSHOP N°6)

Definition of Science Fiction

Science fiction is a genre of fiction in which the stories often tell about science and technology of the future. It is important to note that science fiction has a relationship with the principles of science — these stories involve partially-true partially-fictitious laws or theories of science. It should not be completely unbelievable.

Science fiction texts are also interesting because they include human elements, explaining what effect new discoveries, happenings and scientific developments will have on us in the future.

Science fiction texts are often set in the future, in space, on a different world, or in a different universe or dimension. Early pioneers of the genre of science fiction are H. G. Wells (The War of the Worlds) and Jules Verne (20,000 Leagues Under The Sea).

1. What is science fiction?

2. -What does make science fiction not totally untrue?

3. -Why do you think that people like reading or watching movies about science fiction?

4. -What topics does science fiction tend to develop?

5. -Name five science fiction movies you like the most:

Fairy Tales of CHINA
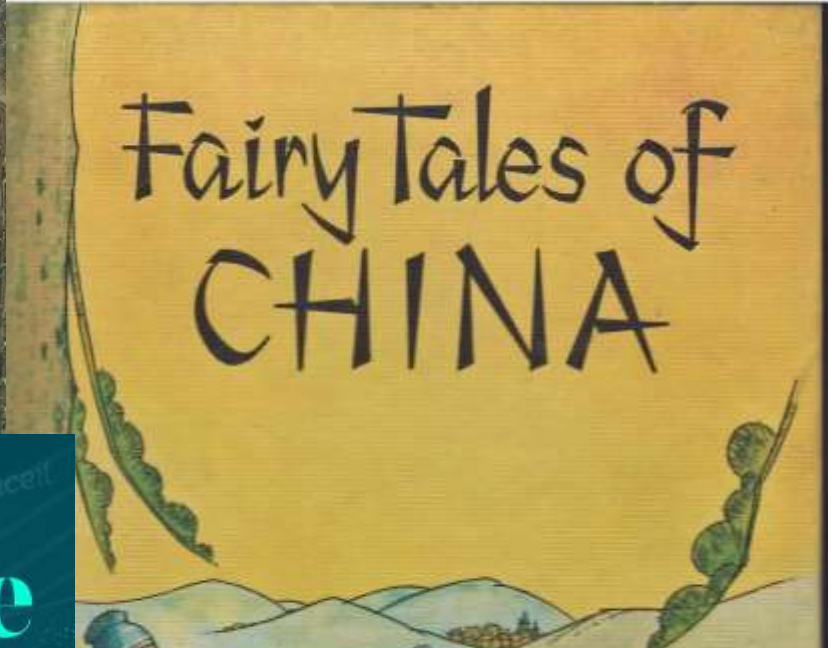
Hans Christian Andersen

The little Mermaid

- All time classics -

Placeit

FUNDACIÓN
EPEW
RUPU
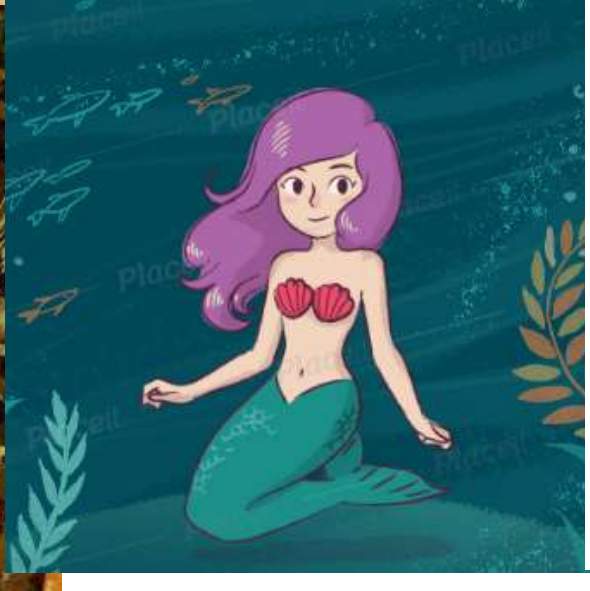
Part of a tale:

- 1. Setting: Where and when is the story set. Setting represents both the physical location but also the time (i.e.past, present, future) and the social and cultural conditions in which the characters exist. (lugar, tiempo y tipo de sociedad donde ocurren los hechos de la historia)

- 2. Character: A person or animal or really anything personified. There can be one main character or many, and often there are secondary characters, but not always. (Los personajes que participan en la historia)

3. Plot: The events that happen in a story are called the plot. In a plot you typically find an introduction, rising action, a climax, the falling action, and a resolution. (Este elemento en castellano se llama "trama" y tiene que ver relación con el orden cronológico de cómo se suceden los eventos en un cuento, es por decirlo así, el "porqué" ocurren todos los conflictos en una historia: Ejemplo: "El rey y la reina murieron es una historia. El rey y la reina murieron de dolor es la trama o plot". La trama narrativa se basa en el desenvolvimiento de la historia y de todos los elementos que convergen en ella. Se caracteriza por darle al lector un sentido de causa y efecto.

Gracias a ella se provoca interés en el lector y se genera un sentido lógico a la historia.

4. Conflict: Every story must have a conflict, i.e. a challenge or problem around which the plot is based. Without conflict, the story will have no purpose or trajectory. (Conflicto es ni más ni menos que todo aquello que se opone al objetivo que el protagonista se ha propuesto conseguir. Para reconocer un poco mas fácil el concepto de conflicto hay que realizarse la siguiente pregunta: ¿Por qué tienen un conflicto el protagonista y el antagonista?

5. Theme: Idea, belief, moral, lesson or insight. It's the central argument that the author is trying to make the reader understand. The theme is the "why" of the story. El tema del cuento: es el asunto sobre el que trata. Los temas se expresan con sustantivos como amor, muerte, soledad, libertad, justicia, etc., y algunos complementos, por ejemplo, la imposibilidad del amor a primera vista.
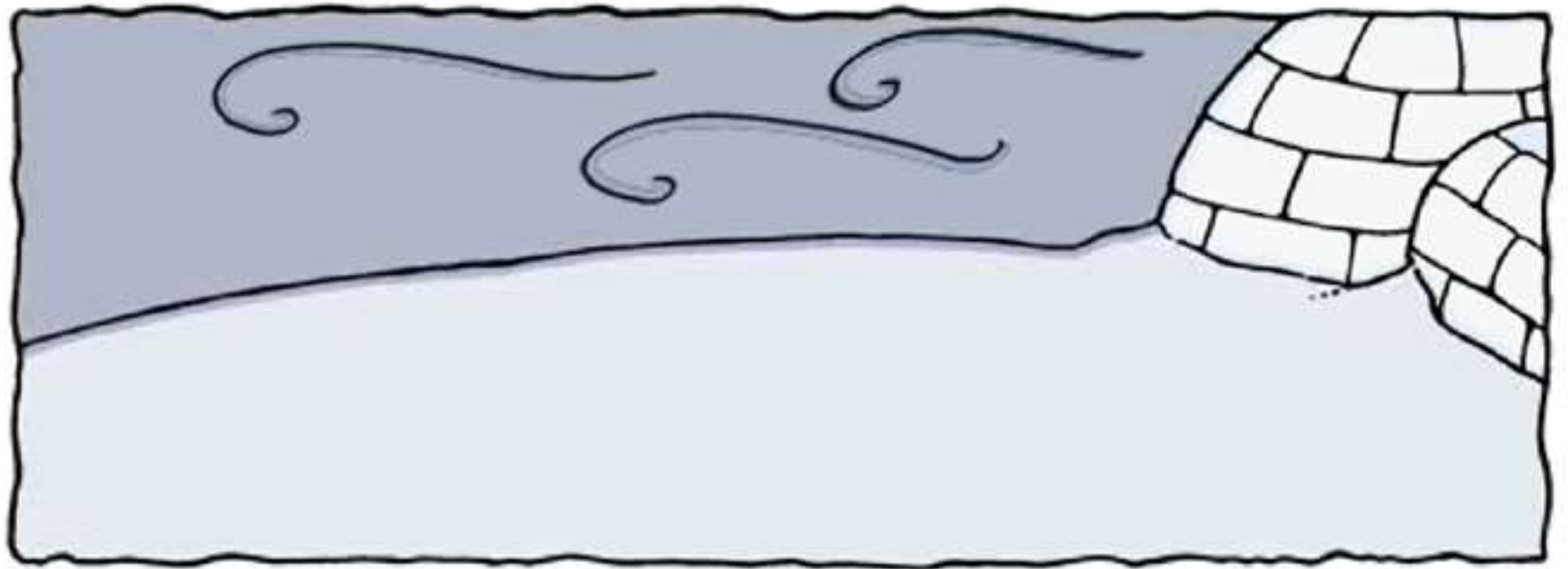
Parts of a tale

Long ago, it grew very cold.
Ice and snow covered the land.
Corn could not grow.
Glooskap, the leader of the people, had to do something.

Glooskap went far to the north.
Everything was white with snow.
He came to a house made of ice.
A giant named Winter lived there.

Winter invited Glooskap inside.
Winter began to tell stories.
Glooskap fell asleep under Winter's spell.
But Glooskap's bird woke him up.

"Go south, Glooskap!" said the bird.
"You will find a woman who can help you."
Glooskap went to the south.
He came to a land where it was warm and sunny.

Grass grew and flowers bloomed.
Glooskap saw Summer dancing in the field.
She had a crown of flowers in her hair.

Glooskap asked Summer to come north.

She came with him to Winter's house of ice.

Winter invited them in.

He began to tell stories again.

But Winter's spells did not work on Summer.

She began to sing her own spell.

Winter's house of ice began to melt.

"I am stronger than you," said Summer.
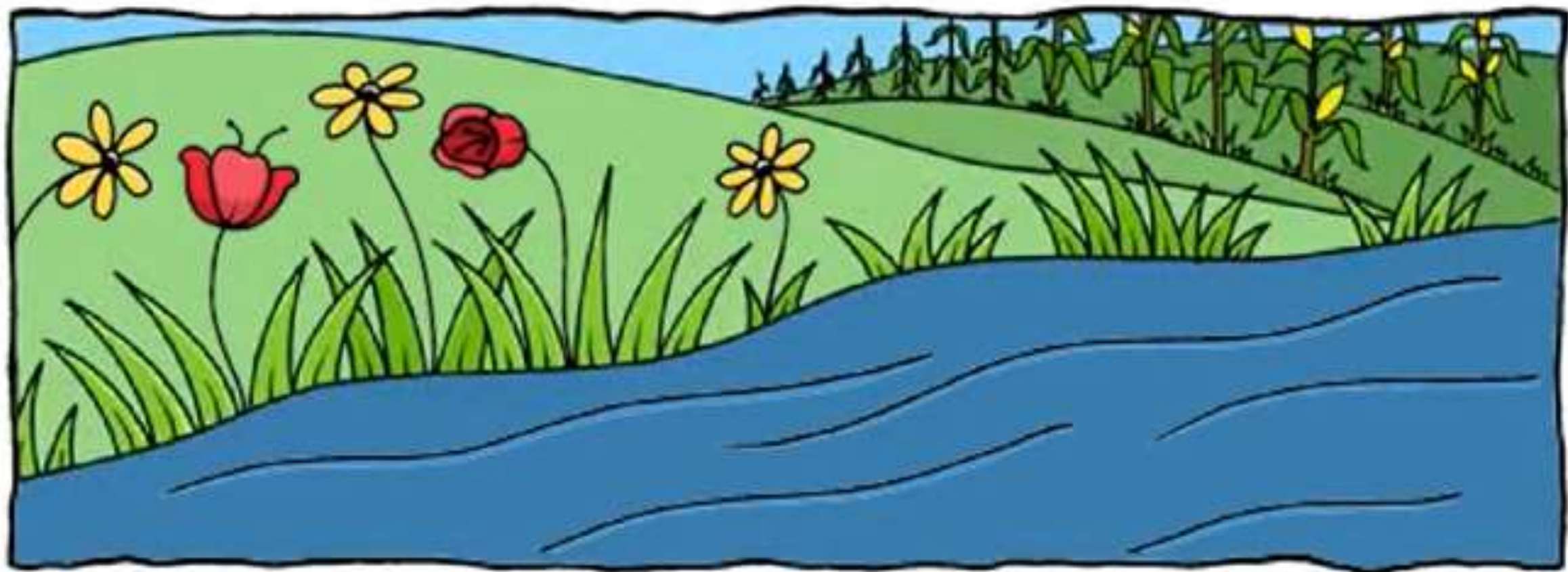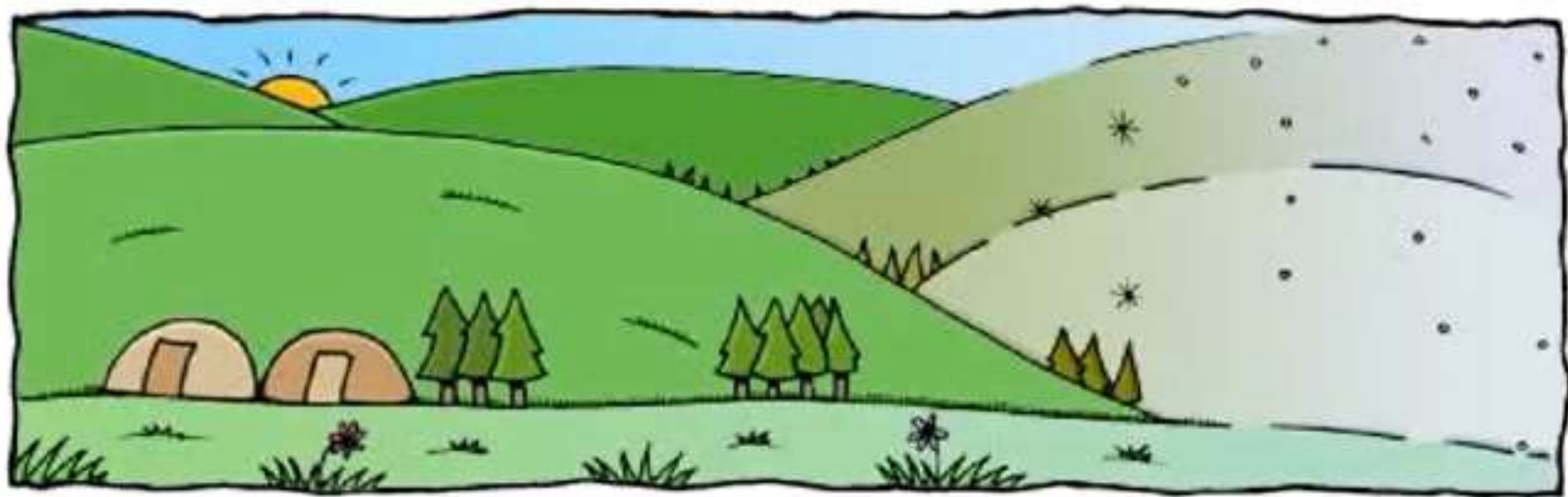
"You must leave this land," she said.

Old Winter cried.

His tears became rivers of melted snow.

The corn grew. The flowers bloomed again.

Summer spoke to Winter.
"You will live in the north.
You may visit the other lands.
But in the spring, I will make you leave."

Since that day Winter rules for part of the year.
But every spring Summer drives him away.
Sometimes it seems like winter will never end.
But spring will always come.

Setting	Character	Plot	Conflict	Theme

The Tale of Gluskap and the Baby

Gluskap the warrior was very pleased with himself because he had fought and won so many battles. He boasted to a woman: 'Nobody can beat me!'

'Really?' said the woman. 'I know someone who can beat you. His name is Wasis.' Gluskap had never heard of Wasis. He inmediately wanted to meet him and fight him. So he was taken to the woman's village. The woman pointed to a baby who was sitting and sucking a piece of sugar on the floor of a teepee.

'There,' she said. 'That is Wasis. He is little, but he is very strong.' Gluskap laughed and went up to the baby. 'I am Gluskap. Fight me!' he shouted. Little Wasis looked at him for a moment, then he opened his mouth. 'Waaah! Waaah!' he screamed. Gluskap had never heard such a terrible noise. He danced a war dance and sang some war songs. Wasis screamed louder.

'Waaah! Waaah! Waaah!' Gluskap covered his ears and ran out of the teepee.

After he had run a few miles, he stopped and listened. T he baby was still screaming.

Gluskap the fearless was terrified. He ran on and was never seen again in the woman's village.

Setting	Character	Plot	Conflict	Theme