

A detailed illustration of school supplies on a wooden desk. In the top left, there is a green notebook and a silver pencil. A yellow pencil with a pink eraser and a pink eraser with a yellow pencil are also present. In the top right, a blue spiral notebook is open, showing a page with a drawing of a butterfly, two hearts, and the word "hello" written in cursive. In the bottom right, a white and orange marker lies horizontally. The background is a light-colored wooden surface with some yellow eraser shavings.



This icon indicates that the slide contains activities created in Flash. These activities are not editable.



This icon indicates that a slide contains audio.



This icon indicates coverage of the Language Standards.



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## College and Career Readiness Standards for Speaking and Listening:

2. Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally.
3. Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric.



Every day we encounter different types of media.

Imagine you are woken in the morning by a clock radio, and the first thing you hear is the sound of a radio interview.



You eat some cereal for breakfast. On the back of the box is a chart showing how healthy it is compared with other cereals.

As you eat, you watch the news on television. That's three types of media within the first 20 minutes of your day!

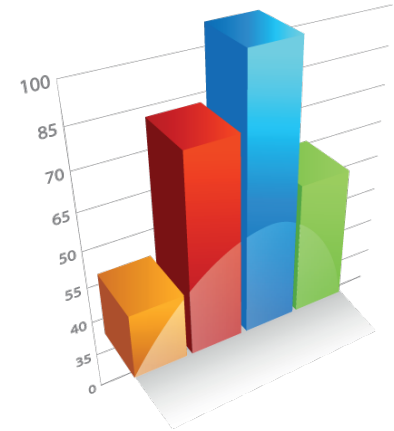


How many different types of media can you think of?  
Why are there so many?

Different types of media communicate information in different ways. Some types are more effective than others for certain kinds of information.

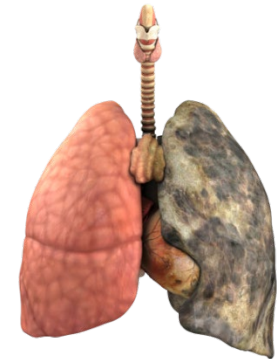
What medium could best communicate...

- ...the number of burgers sold in America each year for the past 50 years?



- ...the location of a river?

- ...the health risks associated with smoking?



Which types of media should *not* be used for this information?

When listening to a speech, you should be listening for the argument the speaker is making and the claims and evidence they are using to back it up.

Do you know what these terms mean?

Link them to their definitions.

Press **start** to begin.

**start**





Look at this speech given by a student:

Rap music is clearly the best genre of music. It's clever, as it uses rhythm and rhyme, just like poetry. Lots of people agree with me – Americans bought over 30 million rap albums last year!

Can you identify the argument, claims and evidence?

Argument: Rap music is the best genre of music.

Claim: Rap music is clever.

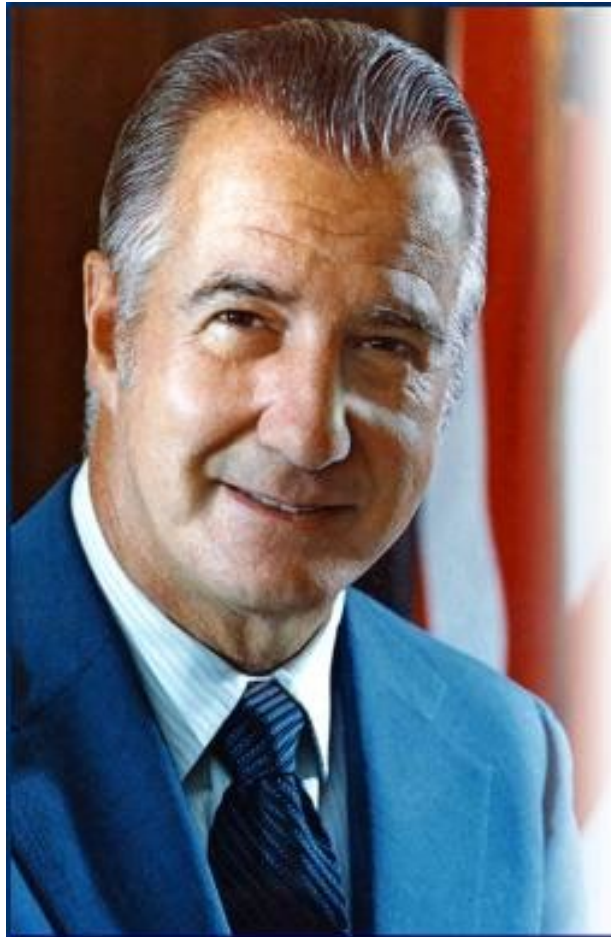
Evidence: Use of rhythm and rhyme.

Claim: Many people think rap is the best genre.

Evidence: Album sales.



# What is he saying?



In 1970, Vice President Spiro Agnew gave this speech about students protesting the Vietnam War. What is his main argument? What claims and evidence does he use to support his argument? Press **play** to hear the speech and press **Graphic organizer** to analyze it.

Press **start** to begin.

**start**



Look at these photos of people protesting the Vietnam War.



Protesters on Michigan Avenue in Chicago, 08/28/1968

Photograph of Veterans for Peace at the March on the Pentagon, 10/21/1967



Do these images support Agnew's claims?



Look at this speech again:

*Rap music is clearly the best genre of music... Lots of people agree with me – Americans bought over 30 million rap albums last year!*

Does the statistic about the number of albums sold make you agree with the argument?

Look at this table. Does it change your opinion?

| Genre                  | Rap  | Rock  | R&B | Alternative | Country |
|------------------------|------|-------|-----|-------------|---------|
| Albums sold (millions) | 34.9 | 145.6 | 66  | 78.9        | 55.8    |



A speech's **purpose** is what the speaker is trying to achieve. Possible purposes include “to persuade” or “to inform.”

What might be the purpose of these speeches?

- “The Dangers of Smoking”
- “How an Engine Works”



A speaker's **motive** is his or her reason for giving a speech. Motives might be political, commercial, social, etc.

How might the motives of a doctor and a nicotine patch salesman be different if they both gave a speech called “The Dangers of Smoking”?



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Imagine each of the following people is giving a speech entitled "The Benefits of Eating Fruit."  
What could their motives be?

A person will be selected at random. You can also press each person to apply the question to them.

Press **start** to begin.

start

next





When you are listening to an argument, do not assume that everything the speaker says is true or logical. You should ask yourself:

- Do the claims support the argument?
- Does the evidence support the claim?

Look at this speech again:

*Rap music is clearly the best genre of music... Lots of people agree with me – Americans bought over 30 million rap albums last year!*



Does it mean you are right if lots of people agree with you?

Does buying a rap album mean you think it is the best genre of music?



The evidence for a claim should be **relevant**.  
Relevant evidence is directly related to the claim.

Read this argument. Is the evidence relevant? Why or why not?

*Homework should be banned because it doesn't help students learn. 75% of students at our school say they don't like homework.*



This evidence is irrelevant. The speaker claims that homework does not help students learn, but the survey is about whether students like homework – this is not the same.

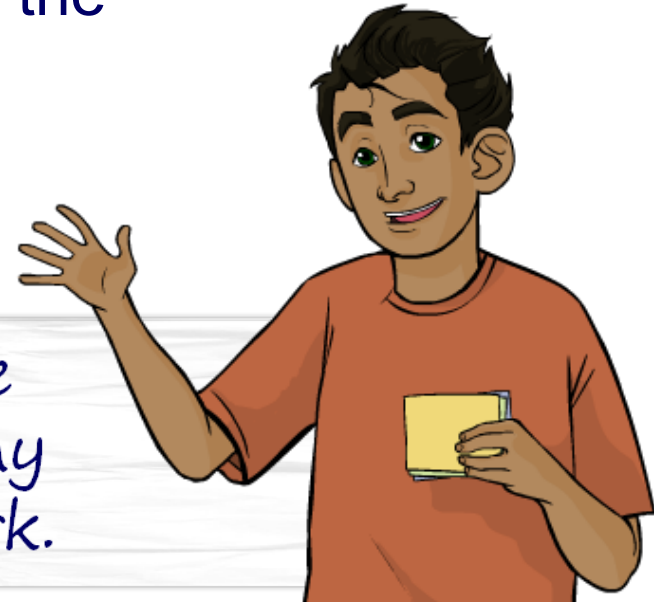
How could you change this claim to make the evidence relevant?



The evidence for a claim should also be **sufficient**. Sufficient evidence is enough to support the claim being made.

Read this argument. Is the evidence sufficient? Why or why not?

*Homework should be banned, since everyone hates it. I asked five of my friends and they all hate homework.*



This evidence is not sufficient. The speaker claims that everyone hates homework, but has only used a very small number of people as evidence.

What evidence would be sufficient to support this claim?



A group of students is arguing that their school day should begin at 10 AM rather than 9 AM.

They claim that students would be able to concentrate better if school began at 10 AM.

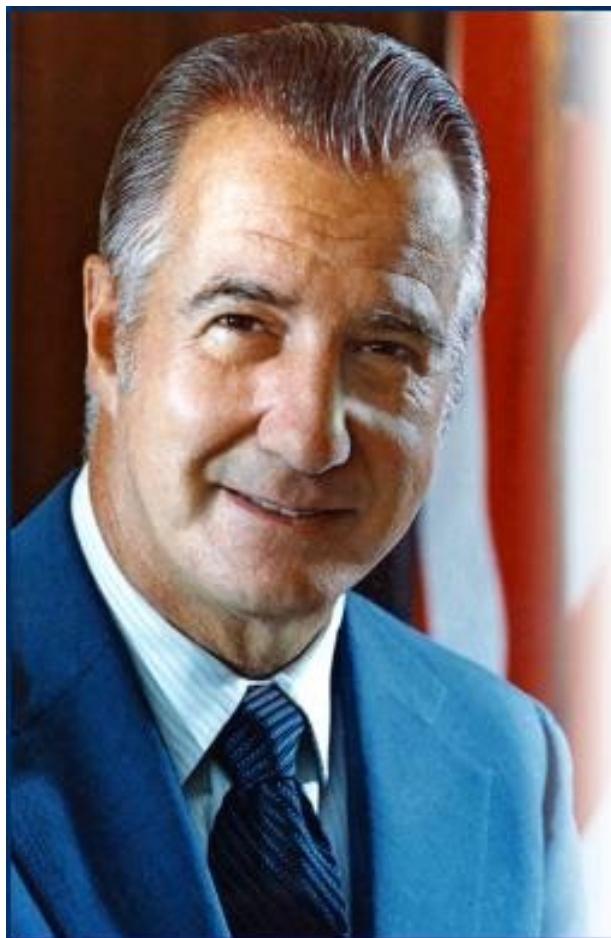
Look at the evidence used to support this claim.

Some is effective, but some is irrelevant or insufficient. Drag each one to the correct category.

Press **start** to begin.

start





Listen to Vice President Spiro Agnew's speech again.  
What do you think are the motives for his speech? Do his claims and evidence support his argument?  
Press **play** to hear the speech.  
Press **Questions** to answer questions about it.  
Press **start** to begin.

start

