

# The Lorax - Fourth Grade

## Part One: Creating a Character Web

Students will pair up with another student to prepare a character web of the two main characters (the Lorax and the Once-ler) from the book. One Lorax and one Once-ler Character web sheets will be distributed to each pair of students prior to the reading of the story.

### Materials:

1. Copy of The Lorax, by Dr. Seuss
2. Copies of Character Map sheets

### Procedures:

1. Students will work with a partner and take notes on the two main characters as they listen to the story.
2. Instruct students to think of the four character traits for each character (Acts. Feels, Looks, Says). For each trait, ask the student to think of three to five instances when the character displayed each trait and write them below the rectangles.
3. At the end of the story the students will be given time to complete their character webs. Partners can help each other with details on each character.

Discuss why the book was written. Was the purpose to entertain, to inform, or to persuade?

## Part Two: Creating an Advertisement

Students will create an advertisement persuading others to buy a Thneed.

### Materials:

8.5 x 11 Paper with a puffy truffula tree on it, students draw their own picture of the Thneed.

### Procedure:

1. Students will begin by having a lesson to refresh their memory on persuasion techniques (PowerPoint Presentation)
2. Students will brain storm ideas for an advertisement that will be used to sell Thneeds.

#### Ad must include:

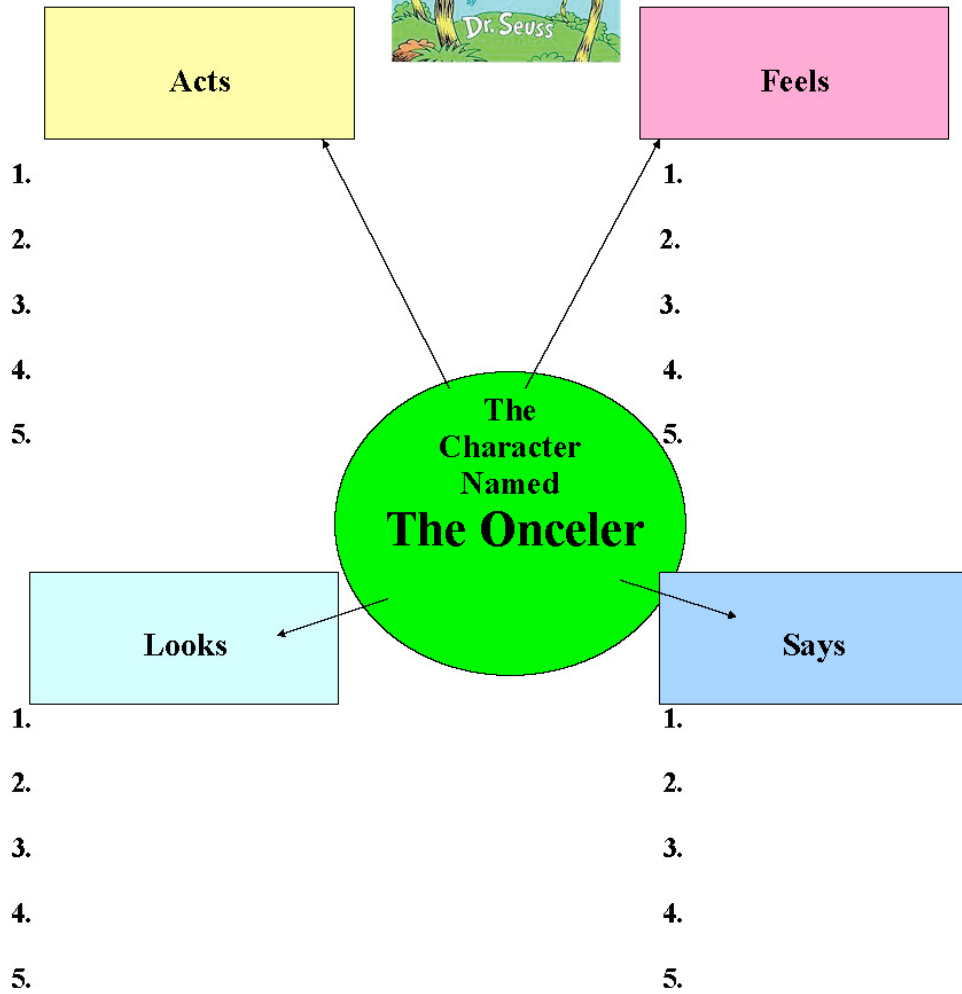
- A drawing of a Truffula Tree.
  - What a Thneed is.
  - A statement that Convinces everyone that they need one.
  - A big name to promote your thneed, what famous person has purchased a thneed and a quote from them.
  - Use emotion in your thneed advertisement to get people to buy it.
  - Use the limited time factor to get people to act now.
  - Cite some type of research or fact to convince people this is for real.
  -
3. Students will create an advertisement on the need to own a thneed.



# Character Web



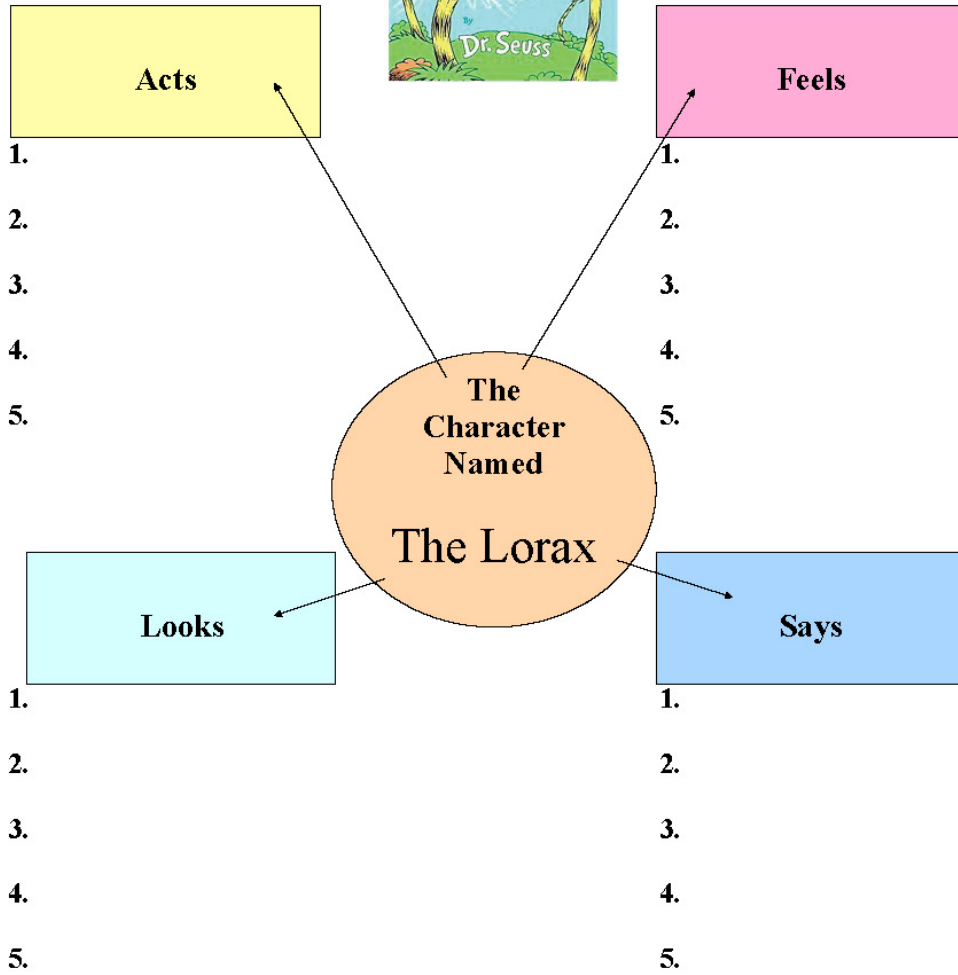
By:



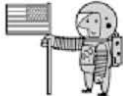






# Character Web

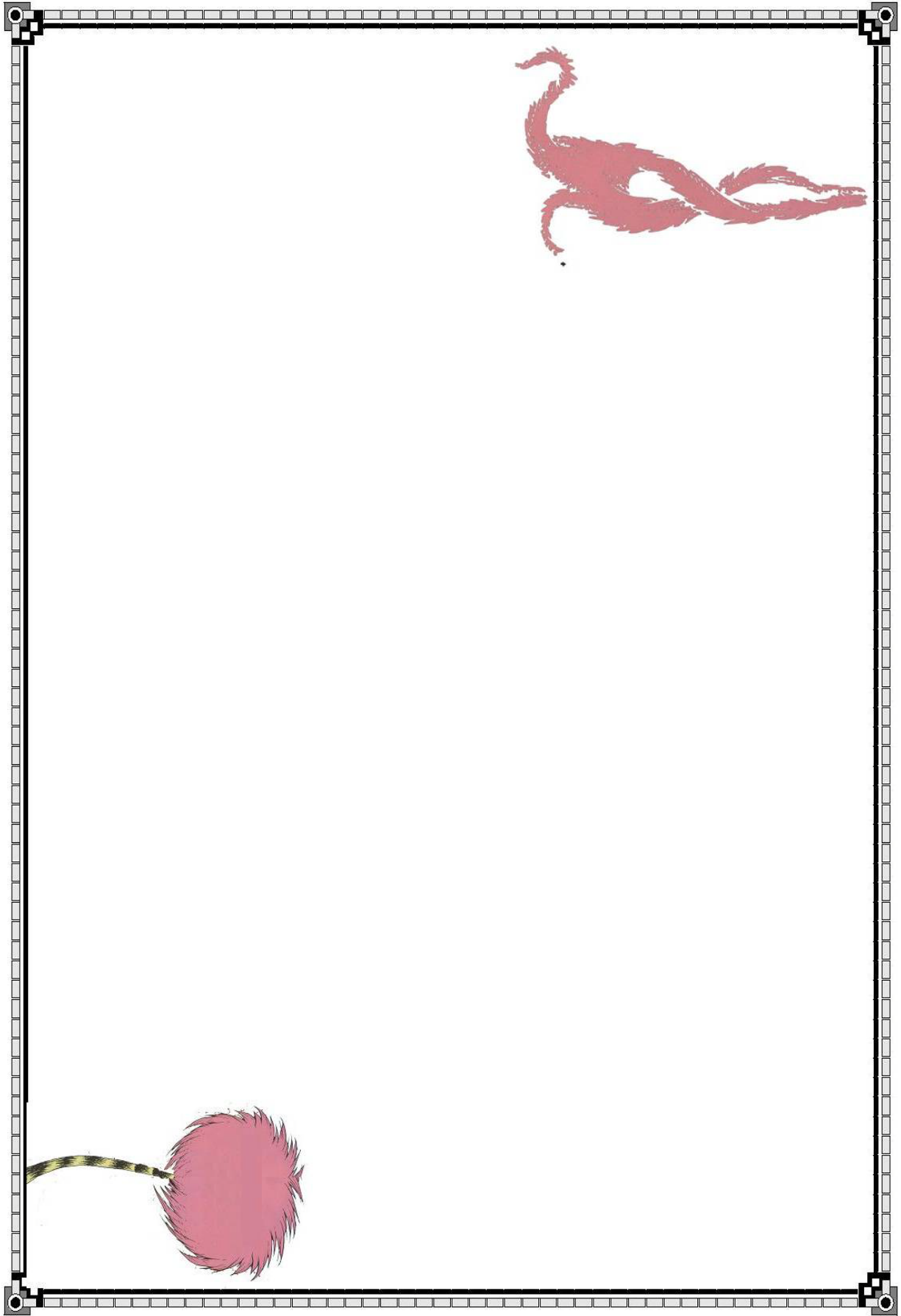


By:



### PERSUASIVE STRATEGY DEFINITIONS

Definition	Way to use in the Thneed advertisement
<p><b>Claim</b> - your main point</p> 	
<p><b>Big Names</b> - experts and important people that support your side of the argument</p> 	
<p><b>Logos</b> - using logic, numbers, facts, and data to support your argument</p> 	
<p><b>Pathos</b> - appealing to your audience's emotions</p> 	
<p><b>Ethos</b> - making yourself seem trustworthy and believable</p> 	
<p><b>Kairos</b> - building a sense of urgency for your cause</p> 	
<p><b>Research</b> - using studies and information to make your argument seem more convincing; you can use words, graphs, tables, illustrations</p> 	

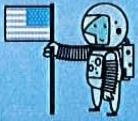


## Persuasive Strategies

How to make people believe what you want them to believe

### Claim


State your argument.



Example: I am going to try to convince you that chocolate is a healthy snack.

### Big Names


Important people or experts can make your argument seem more convincing.



Example: Former U.S. president Bill Clinton thinks that junk food should be taken out of vending machines.

### Logos


Facts, numbers, and information can be very convincing.



Example: A Snickers bar has 280 calories and 30 grams of sugar. That's not very healthy.

### Pathos


Getting people to feel happy, sad, or angry can help your argument.



Example: Your donation might just get this puppy off the street and into a good home.

### Ethos


If people believe and trust in you, you're more likely to persuade them.



Example: Believe me! I've been there before. I'm just like you.

### Kairos


Try to convince your audience that this issue is so important they must act now.



Example: This is a one-time offer. You can't get this price after today.

### Research

Using reliable research can help your argument seem convincing.



Example: A recent study found that students who watch TV during the week don't do as well in school.