

donate recycle don't throw away®



Powers of Persuasion

*Writing opinion pieces, supporting a point of view
with reasons and information*

Share facts from the Textile Recycling Fact Sheet and the infographic mini poster with your students. Students may be surprised to learn that clothing and textiles can be recycled—just like glass, paper, aluminum, and plastic!

Once students have learned the facts, urge them to share these facts and raise others' awareness as well. Introduce the different persuasion techniques with your class:

- bandwagon—a statement suggesting that everyone is doing something, and the reader should too
- slogan—a catchy phrase or statement
- repetition—repetition of a title, a product name, or an important fact
- testimonial—a well-known person speaks in favor of a topic
- emotional appeal—a person is depicted as having strong feelings about an issue
- expert opinion—an endorsement from someone who is an authority

In advance, gather several student-appropriate magazines that contain advertising. Divide the class into six groups, and assign each group one of the persuasion techniques. Then challenge them to find and share several examples of their assigned technique. Once each group understands its technique, direct the groups to each create a poster or banner to display in the hallway to teach others about textile recycling—and to persuade them to give it a try!

Teacher tip: Check out the *Wear It? Recycle It!* poster contest hosted by SMART: Secondary Materials and Recycled Textiles Association. Your students' posters could be the start of a winning entry!

