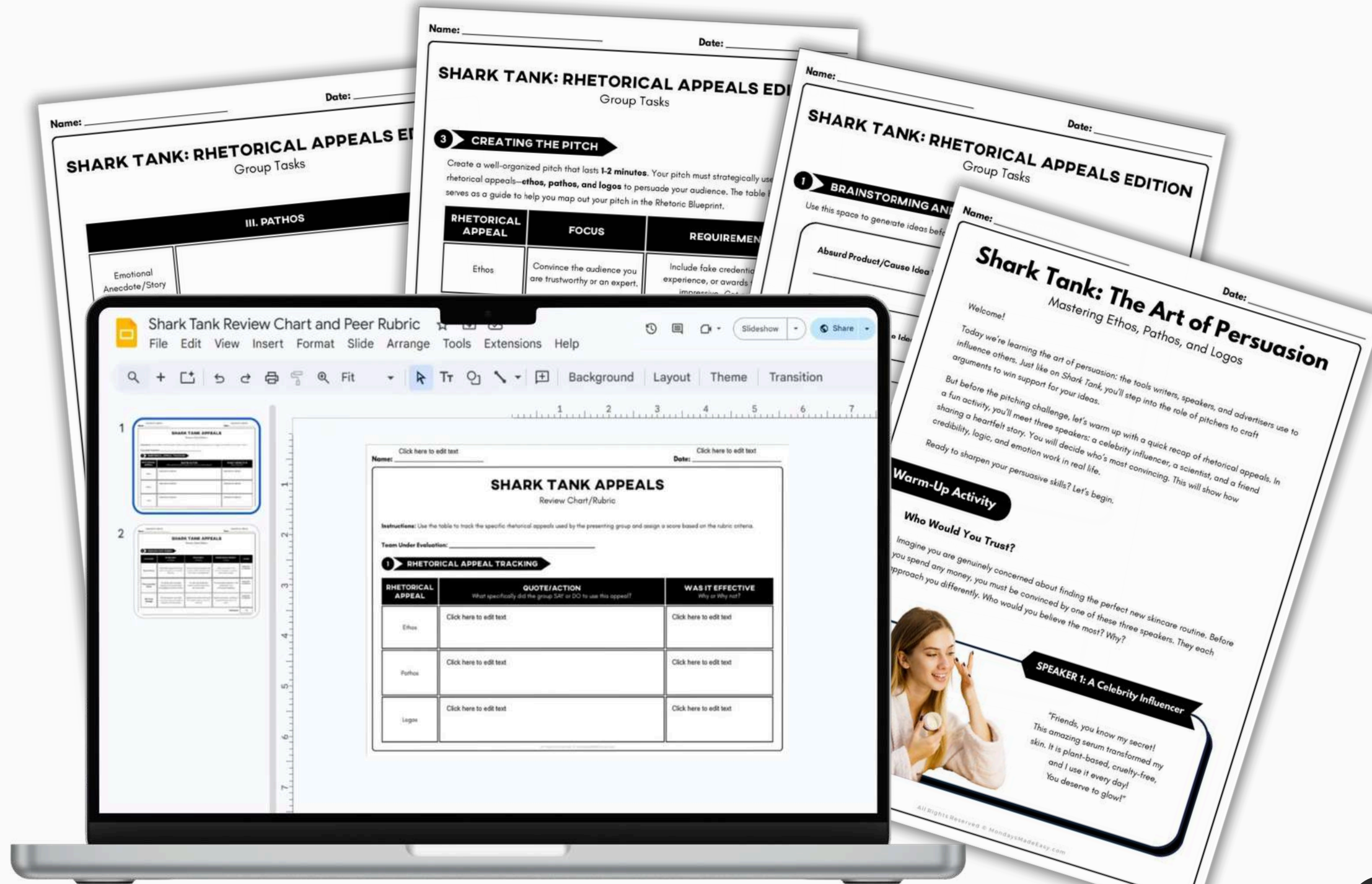


Shark Tank Persuasion Project

Bring the Shark Tank experience into your classroom – but with a fun twist!



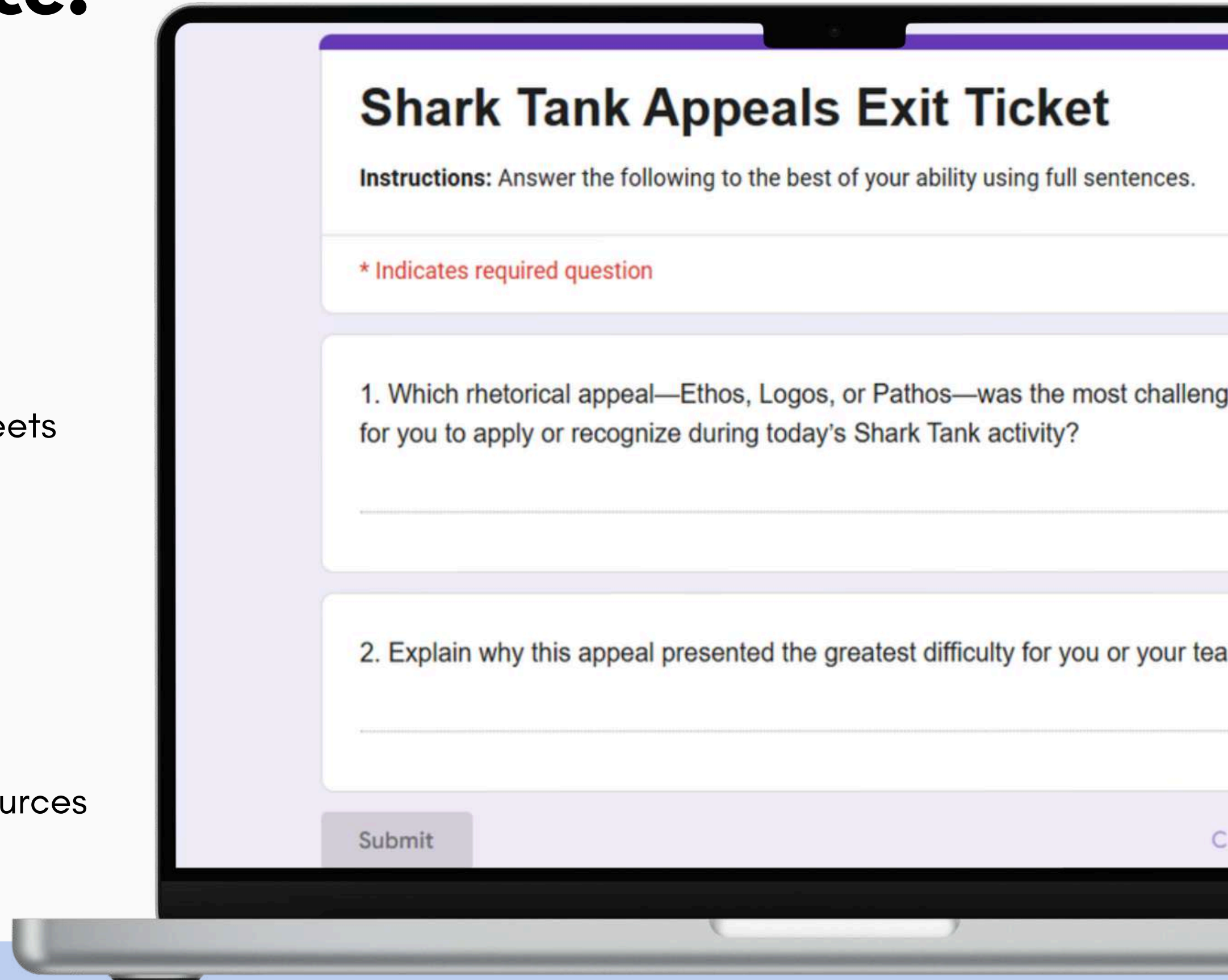
- **Engage students in a creative Shark Tank simulation** where they design absurd products and apply ethos, logos, and pathos through persuasive pitching.
- **Guide learners through rhetorical analysis and public speaking skills** using planning worksheets, peer feedback tools, and scaffolded persuasion activities.
- **Support assessment** with ready-to-use rubrics, reflection tools, and collaborative tasks.

Students will apply rhetorical appeals to pitch their own absurd product idea!

PURCHASE HERE

Included with this resource:

- ✓ **The Art of Persuasion Slideshow Lesson**
- ✓ **The Art of Persuasion Informational Handout**
- ✓ **Shark Tank Assignment Instructions**
- ✓ **Rhetorical Appeals Pitch** Presentation Worksheets
- ✓ **Peer Review Rubric** and **Pitch Review Chart**
- ✓ **Activity Exit Ticket**
- ✓ **4-Level Rubric - Editable & Ready-to-Print**
- ✓ **Teacher Instructions** for how to use these resources



Shark Tank Appeals Exit Ticket

Instructions: Answer the following to the best of your ability using full sentences.

* Indicates required question

1. Which rhetorical appeal—Ethos, Logos, or Pathos—was the most challenging for you to apply or recognize during today's Shark Tank activity?

2. Explain why this appeal presented the greatest difficulty for you or your team.

Submit

Includes Digital Version for Google Drive®

Art of Persuasion Slideshow Lesson

Use this lesson to explore how successful pitches appeal to logic, emotion, and credibility, then analyze real-world examples as a class

SPEAKER 1: A Celebrity Influencer



"Friends, you know my secret! This amazing serum transformed my skin. It is plant-based, cruelty-free, and I use it every day! You deserve to glow!"

WELCOME!

Today we're learning the art of persuasion—the tools writers, speakers, and advertisers use to influence others. Just like on **Shark Tank**, you'll step into the role of pitchers, crafting arguments to win support for your idea.

SHARK TANK

RECAP

Together, **ethos**, **logos**, and **pathos** form the foundation of persuasion. Advertisers, politicians, and everyday people use them constantly to influence decisions.

In our Shark Tank activity, you'll get the chance to practice once to make your pitch more convincing.

All Rights Reserved © MondaysMadeEasy.com

RECAP

1 Ethos (Credibility)

...know my secret! ...izing serum ...d my skin. It is ...d, cruelty-free, ...t every day! ...ve to glow!"

The celebrity influencer relies on **ethos**, or **credibility**, using her reputation to convince you. When someone has authority, experience, or a trusted name, we are more likely to believe them. It's the appeal that says: **"Trust me, I'm qualified."**

All Rights Reserved © MondaysMadeEasy.com

SHARK TANK: THE ART OF PERSUASION

Mastering Ethos, Logos, and Pathos

All Rights Reserved © MondaysMadeEasy.com

Art of Persuasion Informational Handout & Assignment Instructions

Guide students through the steps of inventing an absurd product, targeting an audience, and developing a pitch that strategically applies rhetorical techniques

Shark Tank: The Art of Persuasion
Mastering Ethos, Pathos, and Logos

Welcome!

Today we're learning the art of persuasion: the tools writers, speakers, and advertisers use to influence others. Just like on *Shark Tank*, you'll step into the role of pitchers to craft arguments to win support for your ideas.

But before the pitching challenge, let's warm up with a quick recap of rhetorical appeals. In a fun activity, you'll meet three speakers: a celebrity influencer, a scientist, and a friend sharing a heartfelt story. You will decide who's most convincing. This will show how credibility, logic, and emotion work in real life.

Ready to sharpen your persuasive skills? Let's begin.

Warm-Up Activity

Who Would You Trust?

Imagine you are genuinely concerned about finding the perfect new skincare routine. Before you spend any money, you must be convinced by one of these three speakers. They each approach you differently. Who would you believe the most? Why?

SPEAKER 1: A Celebrity Influencer

"Friends, you know my secret! This amazing serum transformed my skin. It is plant-based, cruelty-free, and I use it every day! You deserve to glow!"

Recap

Let us take another look at how the speakers persuaded us, each using a different approach.

The Three Rhetorical Appeals

1 ETHOS (CREDIBILITY)

"Friends, you know my secret! This amazing serum transformed my skin. It is plant-based, cruelty-free, and I use it every day! You deserve to glow!"

The celebrity influencer relies on **ethos**, or **credibility**, using her reputation to convince you. When someone has authority, experience, or a trusted name, we are more likely to believe them. It's the appeal that says: **"Trust me, I'm qualified."**

2 LOGOS (LOGIC)

"Our study shows 92% improvement in skin hydration after just two weeks, verified by double-blind peer-reviewed data. The science is undeniable!"

The scientist uses **logos**, or **logic**, presenting data and evidence to make a strong case. Facts, statistics, and reasoning appeal to our sense of what is true and reliable. It's the appeal that says: **"Here's the data. Do the math."**

3 PATHOS (EMOTION)

"You guys, my skin was a mess. I was so embarrassed that I did not even want to leave the house. But then I found this product, and it changed my life!"

The friend appeals to **pathos**, or **emotion**, drawing on feelings to inspire action. When we connect emotionally through sympathy, excitement, fear, or joy, we are often moved to respond. It's the appeal that says: **"If you feel something, you'll act."**

Together, **ethos, logos, and pathos** form the foundation of persuasion. Advertisers, politicians, and everyday people use them constantly to influence decisions. In our *Shark Tank* activity, you'll get the chance to practice all three at once to make your pitch more convincing.

SPEAKER 2: A Scientist

"Our study shows 92% improvement in skin hydration after just two weeks, verified by double-blind peer-reviewed data. The science is undeniable!"

SPEAKER 3: An Emotional Friend

"You guys, my skin was a mess. I was so embarrassed that I did not even want to leave the house. But then I found this product, and it changed my life!"

Take a moment to reflect on your choice. Which speaker felt most convincing to you, and why?

Now that you've chosen who you would trust, let's connect your answers to the three rhetorical appeals. Each speaker represents a different way of persuading: **credibility, logic, and emotion**. These are the building blocks of persuasion, and they show us how people can influence our decisions in different ways.

To make this clearer, let's recap the rhetorical appeals by looking at how each speaker used them in the warm-up activity.

SHARK TANK: RHETORICAL APPEALS EDITION
Assignment Instructions

Welcome to *Shark Tank: Rhetorical Appeals Edition*

This activity will challenge you to become a master persuader by creating a pitch for a completely ridiculous product or cause. Your goal is to use the building blocks of persuasion - **Ethos, Logos, and Pathos** - so effectively that you convince your audience (the "Sharks") to invest in your absurd idea. The funnier and more creative you are, the better!

THE ASSIGNMENT: SELL THE ABSURD

In teams of 2-3, you will create your own unique, absurd product or cause and craft a persuasive pitch. The goal is to make the unbelievable seem necessary. The following are examples to help you brainstorm your own product or cause to pitch.

- A juice box that costs \$500
- A law requiring all pets to wear pajamas
- A school vending machine that only sells pickles
- Replacing gym class with nap class

PRESENTATION AND PEER REVIEW

Deliver your pitch: You and your team will deliver your 1-2 minute pitch to the class. Be confident, utilize any props you wish, and ensure that all three rhetorical appeals are clearly incorporated into your presentation.

Act as "Sharks": When other teams are presenting, you will take on the role of the "Sharks." As Sharks, your task is to critically evaluate each pitch and identify the exact moments where rhetorical appeals (ethos, pathos, logos) are used. Record your observations in the **Shark Review Chart** provided. In addition, you must assign scores to the presenting teams using the **Peer Review Rubric**. This activity must be completed individually.

Students will work in small groups to **build their product concept** and **prepare their presentation collaboratively**

Rhetorical Appeals Pitch Presentation Worksheets

These materials prompt students to identify the central message of their pitch, plan persuasive appeals, and anticipate potential objections

The image displays four overlapping worksheets for a 'Shark Tank' pitch presentation activity. Each worksheet includes a 'Name:' and 'Date:' field at the top.

- Worksheet 1 (Left):** Titled 'SHARK TANK: RHETORICAL APPEALS Group Tasks', it features a section for 'III. PATHOS' with a table for recording emotional anecdotes, vivid imagery, and other dramatic language. It also includes a 'Key Phrase/s' field.
- Worksheet 2 (Middle-Left):** Titled 'SHARK TANK: RHETORICAL APPEALS Group Tasks', it contains '1 BRAINSTORMING AND PITCH SELECTION' and '2 UNIQUE ABSURD PRODUCT/CAUSE' sections, providing space for generating and refining ideas.
- Worksheet 3 (Middle-Right):** Titled 'SHARK TANK: RHETORICAL APPEALS EDITION Group Tasks', it features 'II. LOGOS' with a table for recording statistics, studies, and other logical supports, along with a 'Key Phrase/s' field.
- Worksheet 4 (Right):** Titled 'SHARK TANK: RHETORICAL APPEALS EDITION Group Tasks', it includes 'I. ETHOS' with a table for recording titles/roles, awards/experiences, and other credentials, plus a 'Key Phrase/s' field.
- Worksheet 5 (Middle-Right):** Titled 'SHARK TANK: RHETORICAL APPEALS EDITION Group Tasks', it contains 'CREATING THE PITCH' instructions and a 'THE RHETORIC BLUEPRINT' table with columns for Rhetorical Appeal, Focus, and Requirement.

Each worksheet includes a footer with 'All Rights Reserved © MondaysMadeEasy.com'.

→ Scaffold planning and help students refine ideas!

Shark Tank Pitch Review Chart and Peer Review Rubric

Students will analyze each presentation's rhetorical effectiveness and reflect on the use of ethos, logos, and pathos

Name: _____ Date: _____

SHARK TANK APPEALS

Review Chart/Rubric

2 PEER REVIEW RUBRIC

CATEGORY	EXCELLENT (5 Points)	PROFICIENT (5 Points)	NEEDS IMPROVEMENT (1 Point)	SCORE
Appeal Usage	Effectively integrated all three rhetorical appeals to strengthen the pitch.	Used two rhetorical appeals with moderate effectiveness, though one may be underdeveloped.	Used one or none of the rhetorical appeals, or appeals were weakly applied.	

Name: _____ Date: _____

EXIT TICKET

- Which rhetorical appeal—**Ethos, Logos, or Pathos**—was the **most challenging** for you to apply or recognize during today's Shark Tank activity?
- Explain why this appeal presented the **greatest difficulty** for you or your team.

Name: _____ Date: _____

SHARK TANK APPEALS

Review Chart/Rubric

Instructions: Use the table to track the specific rhetorical appeals used by the presenting group and assign a score based on the rubric criteria.

Team Under Evaluation: _____

1 RHETORICAL APPEAL TRACKING

RHETORICAL APPEAL	QUOTE/ACTION What specifically did the group SAY or DO to use this appeal?	WAS IT EFFECTIVE Why or Why not?
Ethos		
Pathos		
Logos		

Name: _____ Date: _____

EXIT TICKET

- Which rhetorical appeal—**Ethos, Logos, or Pathos**—was the **most challenging** for you to apply or recognize during today's Shark Tank activity?
- Explain why this appeal presented the **greatest difficulty** for you or your team.

Includes **Exit Ticket** to consolidate learning!

Includes Editable & Ready-to-Print 4-Level Rubric

Modify this rubric to meet the unique needs of your classroom

4-Level Rubric: Shark Tank Rhetorical Appeals

File Edit View Insert Format Tools Extensions Help

90% Normal text Arial 5 B I U A

Shark Tank Rhetorical Appeals: 4-Level Rubric

Category	Level 1 (0-49%)	Level 2 (50-64%)	Level 3 (65-79%)	Level 4 (80-100%)
Knowledge	Demonstrates limited knowledge and understanding of ethos, logos, and pathos. Application of rhetorical concepts is unclear or inaccurate See comments below	Demonstrates some knowledge and understanding of rhetorical appeals. Use of persuasive concepts shows partial accuracy or clarity See comments below	Demonstrates considerable knowledge and understanding of rhetorical appeals. Use of persuasive concepts is clear and appropriate	Demonstrates thorough knowledge and understanding of rhetorical appeals. Use of persuasive concepts is insightful, precise, and effective
Inquiry	Uses planning and creative thinking skills with limited effectiveness. Ideas are minimally developed or lack persuasive focus See comments below	Uses planning and creative thinking skills with some effectiveness. Ideas show partial development See comments below	Uses planning and creative thinking skills with considerable effectiveness. Ideas are logical and support persuasive purpose	Uses planning and creative thinking skills with a high degree of effectiveness. Ideas are highly developed, original, and strategically persuasive
Communication	Communicates with limited clarity and organization. Delivery shows minimal awareness of audience or purpose See comments below	Communicates with some clarity and organization. Delivery demonstrates developing audience awareness See comments below	Communicates with considerable clarity and organization. Delivery is effective and appropriate for audience and purpose	Communicates with a high degree of effectiveness. Delivery is confident, engaging, and highly responsive to audience and purpose
Application	Applies rhetorical techniques with limited effectiveness; appeals may be unclear or ineffective	Applies rhetorical techniques with some effectiveness; appeals support persuasion inconsistently	Applies rhetorical techniques with considerable effectiveness; ethos, logos, and pathos support persuasion clearly	Applies rhetorical techniques with a high degree of effectiveness; appeals are integrated strategically to maximize persuasive impact

Shark Tank Rhetorical Appeals: 4-Level Rubric

Name: _____ Grade (%) _____

Category	Level 1 (0-49%)	Level 2 (50-64%)	Level 3 (65-79%)	Level 4 (80-100%)
Knowledge	Demonstrates limited knowledge and understanding of ethos, logos, and pathos. Application of rhetorical concepts is unclear or inaccurate See comments below	Demonstrates some knowledge and understanding of rhetorical appeals. Use of persuasive concepts shows partial accuracy or clarity See comments below	Demonstrates considerable knowledge and understanding of rhetorical appeals. Use of persuasive concepts is clear and appropriate	Demonstrates thorough knowledge and understanding of rhetorical appeals. Use of persuasive concepts is insightful, precise, and effective
Inquiry	Uses planning and creative thinking skills with limited effectiveness. Ideas are minimally developed or lack persuasive focus See comments below	Uses planning and creative thinking skills with some effectiveness. Ideas show partial development See comments below	Uses planning and creative thinking skills with considerable effectiveness. Ideas are logical and support persuasive purpose	Uses planning and creative thinking skills with a high degree of effectiveness. Ideas are highly developed, original, and strategically persuasive
Communication	Communicates with limited clarity and organization. Delivery shows minimal awareness of audience or purpose See comments below	Communicates with some clarity and organization. Delivery demonstrates developing audience awareness See comments below	Communicates with considerable clarity and organization. Delivery is effective and appropriate for audience and purpose	Communicates with a high degree of effectiveness. Delivery is confident, engaging, and highly responsive to audience and purpose
Application	Applies rhetorical techniques with limited effectiveness; appeals may be unclear or ineffective See comments below	Applies rhetorical techniques with some effectiveness; appeals support persuasion inconsistently See comments below	Applies rhetorical techniques with considerable effectiveness; ethos, logos, and pathos support persuasion clearly	Applies rhetorical techniques with a high degree of effectiveness; appeals are integrated strategically to maximize persuasive impact

Comments: _____

Formatted for Google Docs®!