**PROMPTS FOR ACTIVITIES IN “RHETORIC” SECTION**

Unless otherwise stated, please write *annotations* ON the packet, but *ACTIVITIES* on a SEPARATE SHEET that can be turned in!

1. (p.2) Identify an article, a speech, a video, or advertisement that you think is manipulative or deceptive, AND one that is civil and effective. Use these two examples to explain what you see as the difference.
2. (p.4-5) Construct and analyze a rhetorical situation for writing a review of a movie, video game, or concert. Be very specific in your analysis. What is your subject? Purpose? Who is your audience? What is your relationship to the audience? Remember, you need not write a full essay; just analyze the rhetorical situation.
3. (p.6) Using SOAPSTone, analyze the rhetorical situation in George Bush’s 9/11 speech (printed on the page).
4. (p.10) Think of a situation in which you are presenting your view on the same subject to two different audiences. For instance, you might be presenting your ideas on ways to stop bullying (1) to the School Board or a group of parents, and (2) to a group of middle schoolers. Discuss how you would establish ethos in each situation.
5. (p. 12) Following is an excerpt from an article by George Will, a columnist for the Washington Post and Newsweek, entitled, “King Coal: Reigning in China”. Discuss how he appeals to logos in his article on “China’s ravenous appetite for coal”.
6. (p. 17) General Dwight D. Eisenhower, Supreme Commander of the Allied Expeditionary Force in Europe, distributed the following Order of the Day to the military troops right before the 1944 D-Day invasion of Normandy. Discuss how Gen. Eisenhower appeals to pathos.
7. (p. 20) Select one of the following rhetorical situations, and discuss how you would establish your ethos and appeal to logos and pathos.
   1. You are trying to persuade your skeptical parents that a “gap year” – taking a year off between high school graduation and college – will be beneficial.
   2. You have been asked to make a presentation to your school’s principal and food service staff to propose healthier food choices in the cafeteria at a time when the overall school budget is constrained.
   3. You are making the case for the purchase of a specific model and make of a car that will best fit your family’s needs and resources.
   4. You are the student representative chosen to go before a group of local businesspeople to ask them to provide financial support for a proposed school trip.
8. (p.22) The following advertisement is from the World Wildlife Fund (WWF), a conservation organization that “combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.” What rhetorical strategies does the WWF use to achieve its purpose in this ad? Pay particular attention to the interaction of the written text with the visual elements. How does the arrangement on the page affect your response? How does the WWF appeal to ethos, logos, and pathos? How effective do you think the advertisement is in reaching its intended audience/? Explain.
9. (p. 27) Following is a rhetorical analysis of the effectiveness of Applebaum’s argument written by an AP student, Tamar Demby. How does she develop her position? Why do you agree or disagree with her? How might she improve her essay?
10. (p.29) Examine the following advertisement sponsored by the Federal Highway Administration. Analyze the rhetorical situation and appeals used in the advertisement, and determine whether you think this advertisement is effective or ineffective.
11. (p.30) CULMINATING ACTIVITY: By this point, you have analyzed what we mean by the rhetorical situation, and you have learned a number of key concepts and terms. It’s time to put all the ideas together to examine a series of texts on a single subject. Following are 4 texts related to the 1969 Apollo 11 mission that landed the first humans on the moon. The first is a news article from the Times of London reporting the event; the next is a speech by William Safire that President Nixon would have given had the mission not been successful; the third is a commentary by novelist Ayn Rand; the last is a political cartoon that appeared at the time. Discuss the purpose of each text, and how the interaction among speaker, audience, and subject affects the text. How does each text appeal to ethos, logos, pathos, and Kairos? Finally, how effective is each text in achieving its purpose?