Summerville Union High School

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Ms. Diehl

“*Ability is what you're capable of doing. Motivation*

*determines what you do.*

*Attitude determines how well you do it.*”

*-Lou Holtz*

***Stanford Univ. Commencement Address****:*

***Part I: Speech and Notes:*** *First you will be checking your email for “Today’s Assignment.” Included in this email is the Stanford University Commencement Address, presented to the class of 2005, by Steve Jobs. Your first task is to watch this speech, while taking thorough hand-written notes.* ***These notes will be collected at the end of the class period.***

***\*Head phones are available for you at the front of the classroom\****

***Part II: Questions:*** *Reflecting back to his speech, please respond to the following questions in complete sentences and in Q/A format. Q/A format: Specifically reference the question in your answer, meaning, I should be able to decipher what the question was based off of your answer. This assignment is expected to be typed, and in MLA format. Your responses should* ***be no less than 3-5 complete sentences*** *per response, and citing directly from the text will always make your answers more credible.*

1. In his speech, Steve Jobs presents several elements of pathos. Write down five of the examples that involve Jobs’ use of pathos and explain why he shares these elements with the audience.

2. Look back over the speech and find a line that is filled with ethos. Write it down. What does this fact show us about Jobs?

3. Explain how a random calligraphy class that Jobs took at Reed College in the 1970s impacted the way you create documents today. What is Jobs’ larger point in telling the audience about the calligraphy class?

4. Who was Job’s intended audience for this speech? Was there more than one audience? How do you know?

5. Describe one of your own failures and explain what you learned from that experience.

6. Explain what Jobs means when he says that “death is the single best invention of Life.” Also, why do you suppose he capitalizes the word, “Life,” in that part of his speech?

7. At the time of this speech in 2005, Jobs said that his cancer was in remission and he believed he had beaten the disease. Later, the cancer returned and Jobs died on Oct. 5, 2011, from complications connected to his pancreatic cancer. How does knowing that Jobs would ultimately lose his battle against cancer change the meaning/impact of his words for today’s audience?

8. After re-reading Jobs’ speech, write down three pieces of his advice to the audience. Use your own words. Do these messages seem to hold more logos or pathos for you? Explain which of the two (logos or pathos) is more powerful to you. Why?

9. Jobs concludes his speech with the words, “Stay hungry. Stay foolish.” Explain why this is a good epitaph for this man. Summarize your own life philosophy in a few words or short sentence/s. Then, explain why these words are a good guiding principle for you.

**Part III: Paragraph Response:** We have primarily been focusing on ethos, pathos, and logos and looking at how persuasive one can be based off of Aristotle’s three appeals of persuasion. **Choose one of these appeals**, and in a **fully developed paragraph**, state which appeal of persuasion is the most effect. Why is this? Be sure to **satiate your paragraph with textual** evidence, and your own insight on how Job’s skillfully used one appeal to persuade his audience.

***Due Date:*** Please share your question responses and your paragraph with me (one document is fine) on **Google Drive no later than Wednesday** by the beginning of our class period.