** English III Rhetorical Analysis

**Rhetorical Analysis: TED Talks—Sir Ken Robinson**

“Bring on the Learning Revolution”

**Prompt**: Please think about how Sir Ken Robinson sets up his argument and uses rhetorical strategies to argue his point. As you listen, please take notes below. Then, please identify Robinson’s main idea. In order to truly understand a speaker’s main idea, it is critical to first analyze it rhetorically, looking at SOAPS and Aristotle’s appeals. Please take notes as we watch the video and then work through SOAPS and Aristotle’s appeal. Then, please argue what you believe his most effective strategy was, using textual evidence to support your position. This response should be at least SIX full sentences with a Topic Sentence, Context, Concrete Detail, and THREE sentences of analysis.

**Notes**

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| Element of SOAPS  Part I | Analysis  At least three-full sentences | Textual Evidence  (two examples) |
| Speaker—is the speaker credible? What makes him or her credible? What are his/her credentials? |  |  |
| Occasion—to what is this speaker/writer responding? What is the situation surrounding this speech/presentation/  essay? Think both historical context and current events. |  |  |
| Audience—to whom is this speaker speaking/ writer writing? How do you know this? Think diction, syntax, jargon, allusions, etc. |  |  |
| Purpose—why is the writer/speaker giving this presentation? To entertain? To persuade? To teach? To expose? |  |  |
| Subject—What is this presentation about? How do you know this? What are the subtopics? How are they relevant to the overall subject? |  |  |

Aristotle’s Appeals: Ethos, Pathos, Logos

**Part II:** For each of the following appeals, write down as many examples from the text/video the speaker uses to cater to his/her audience. Then, in the “Purpose” bubble, write down how the speaker/writer achieved his/her purpose through the use of these strategies.

Analysis Paragraph

**Part III**: In a well-organized paragraph, please argue what you believe the speaker/writer’s most effective strategy was, using textual evidence to support your position. Was it an appeal to logos? How about ethos or pathos? Maybe it is a combination of both? How about how well he/she used specific diction or another rhetorical device to appeal to the audience? This response should be at least SIX full sentences with a Topic Sentence, Context, Concrete Detail, and THREE sentences of analysis.

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Grade/Feedback: