

“How to Use Rhetoric to Get What You Want” by Camille A. Langston

Blog Assignment

By now, you should have a Weebly account and a basic website set up. Create a “blog” page where you can post assignments.

1. Review the video “How to Use Rhetoric to Get What You Want” here:
<https://ed.ted.com/lessons/how-to-use-rhetoric-to-get-what-you-want-camille-a-langston>
2. Create a new blog entry entitled “_____’s Rhetorical Analysis Response to Camille A. Langston.”
3. In the body of your blog post, respond to these questions. You should number 1-10. Please do not answer these all in one big paragraph. You do not have to rewrite the questions, but your answers should restate the questions so that any reader can identify the topic being discussed (example below). Respond to each in complete sentences. You should quote directly from the video when appropriate.
 1. What is the author’s main claim? (Example of restating the question: “Camille A. Langston’s main claim is...” or “Langston claims...”)
 2. Why do you think the author chose this claim or argument?
 3. What is the tone of the video?
 4. Who is the intended audience?
 5. How does the author arrange her ideas?
 6. How does the writer establish her credibility? Analyze ethos here.
 7. What emotions does the writer want to evoke in the reader? Analyze pathos here.
 8. How does the writer create a logical argument? Analyze logos here.
 9. Identify and explain at least two other rhetorical strategies you noticed in the video.
 10. How can YOU use rhetoric to get what you want?
4. Proofread and post your blog.
5. Return to your teacher’s blog, www.jmotsinger.weebly.com.
6. Hover over “AP Language” and click “Discourse.”
7. Find your teacher’s blog post for this topic.
8. Leave a new comment. In your comment, post the link to your own blog (not your Weebly account page, but the actual blog post. Example:
<https://jmotsinger.weebly.com/discourse/camille-a-langstons-how-to-use-rhetoric-to-get-what-you-want>)
9. Choose another student’s blog post by browsing the other comments. If you are the first to post, simply wait until others finish. Follow your friend’s link, read his/her response, and leave a comment.
 - a. Write your comment like you would a letter. Include a greeting, your commentary, and a closing/signature.
 - b. Identify one way you agree with the student-author. Elaborate on his/her commentary. WHY is this true? Can you provide another example?
 - c. Choose one rhetorical strategy or device your friend did NOT include in his/her post. Identify the strategy, define it, and provide an example from the video.
 - d. Proofread and post comment.

Sample comment:

Hey, Scout!

Thank you for posting this blog. I enjoyed reading your insights! I appreciate and agree with what you said about Langston's main claim. The author further develops this claim by saying, " _____" (Langston 1:22 - 2:14). Another rhetorical strategy Langston uses is **diAZEUGMA**. Diazeugma is when an author uses a single subject to govern a succession of verbs. Langston uses diazeugma when....

Again, I enjoyed reading your blog and discussing rhetoric with you. Have a great day!

Sincerely,
Jem Finch

Congratulations! You've completed your first blog assignment.