**WR 121 Essay 1 Guidelines**

**Rough Draft:**

**Final Draft:**

For this assignment you will select a Ted Talk from www.ted.com and write an essay of at least 1200 but no more than 1500 words in which you

1. analyze the way the speaker utilizes deliberate rhetorical strategies to create an argument
2. AND 2) explain how those rhetorical strategies affect the audience. Your essay needs to contain a persuasive thesis that it develops and supports through use of evidence from the talk you’re analyzing.

As with any assignment, the work you do before you officially “start” your draft is essential to providing you with the foundation for a persuasive argument. You may choose any TedTalk but remember that a strong argument starts with smart primary source selection. Don’t choose a talk simply because you like it. For this essay you’ll need identify the argument made by the text and analyze the rhetorical strategies used to make that argument, so choose a talk that provides the basis for rich analysis. Plan on watching at least 3 or 4 different talks. Once you select your source, plan on watching it several times, paying close attention to and noting the strategies the author uses.

In addition to a thorough analysis of the talk itself, you may want to spend some time gathering some context for the talk. For example, Susan Cain’s TedTalk “The Power of Introverts” was given at the 2012 TED conference. This particular conference “celebrated the reinvention of the art of spoken word, and nudged it a further step forward.” Though the average ticket price for the 2012 TED Conference is unavailable, I learned that attendance at the 2016 TEDConference requires at least $8,600 and the registration fee must be accompanied by an application. I also know that certain talks, such as Cain’s, will be available for free some time after the end of the conference. What does the exclusive nature of the conference itself say about the audience of the 2012 talk? What are some guesses about the types of people who are accessing TEDtalks via the web? Who are they? How do those answers affect the way you interpret Cain’s talk?

After you have analyzed both the talk and the audience, begin to draft your essay. The first step in drafting an essay like this one is to write a Rhetorical Précis. A précis (pray-see) is a brief summary that follows a specific format.

1) A single sentence which includes the author, title, date; a rhetorically accurate verb (such as "asserts," "argues," "refutes," "proves," "explains," etc.), followed by a clause that contains the major claim (thesis statement) of the work.

*Example: In his TED Talk, “Ingenuity and elegance in ancient African alphabets” (2013), Saki Mafundikwa, a Zimbabwean teacher, author and historian, proclaims that Africans need to look within their own historical artifacts to create designs, logos, textiles, and art.*

2) A single sentence explaining how the author develops and supports the argument with Rhetorical techniques: ANY Terms from the List of Rhetorical Terms and Strategies

*Example: Mafundikwa combines historical facts, imagery, and pathos with a variety of cultural references to support his claim.*

3) A single sentence describing the author’s purpose.

*Example: Mafundikwa wants Africans to take advantage of the ancient African alphabets to inspire new ideas instead of looking for inspiration outside of their culture.*

4) A single sentence describing how the speaker’s tone affects the intended audience for the piece or describing the relationship the author establishes with the audience.

*Example: His informative tone inspires an audience, which consists of African artists and designers— people who may not know of the valuable ideas that can be found in ancient symbols.*

Putting it all together: In his TED Talk, “Ingenuity and elegance in ancient African alphabets” (2013), Saki Mafundikwa, a Zimbabwean teacher, author, and historian, proclaims that Africans need to look within their own historical artifacts to create designs and art. Mafundikwa combines historical facts, imagery, and symbols with a variety of cultural references to support his claim. Mafundikwa wants Africans to take advantage of the ancient African alphabets to inspire new ideas instead of looking for inspiration outside of their culture. His informative tone inspires an audience, which consists of African artists and designers—people who may not know of the valuable ideas that can be found in ancient symbols.

Once you have written your Rhetorical Précis you are ready to support it with specific evidence from the talk. Here is one way to organize this essay:

Part 1

Paragraph 1: Introduction—Introduce your topic briefly and explain why analyzing this particular TEDTalk is important. In other words, why would anyone care about your rhetorical analysis? This would be a good time to incorporate a brief audience analysis.

Paragraph 2: Rhetorical Precis

Part 2

Paragraph 3: How speaker uses historical facts to inspire his audience (paraphrase a couple of examples and give a specific example)

Paragraph 4: How speaker uses imagery to inspire his audience (paraphrase a couple of examples and give a specific example)

Paragraph 5: How speaker uses symbols to inspire his audience (paraphrase a couple of examples and give a specific example)

Paragraph 6: How speaker uses cultural references to inspire his audience (paraphrase a couple of examples and give a specific example)

Part 3

Conclusion (part 1)—summary of your essay

Conclusion (part 2)—Re-emphasize the importance of analyzing this particular talk (or any form of communication) and leave the reader with something to consider.

Draft standards

Write a 3-page (900-ish words) draft of your paper, using the topic explanation above. Do not consider this a “draft,” needing substantial work, but consider this a short treatment of your thesis. Putting forth your best possible effort on your draft will give you less work in revising for your final submission.

Your draft should

• be at least 900 words. Don’t exceed 1200 words unless you’re confident in your thesis and wouldn’t mind substantially rewriting the draft.

• include a short introduction and conclusion

• have a coherent thesis statement

• include at least two body paragraphs with supporting evidence

• include citations and a Works Cited page

• include a properly formatted outline following class standards

• be as clearly and correctly written as you can

• be properly formatted according to class MLA standard