

AP Language and Composition Summer Assignment
Exploring Rhetorical Strategies in Contemporary Media
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Objective:

The objective of this summer assignment is to familiarize students with various rhetorical strategies and techniques used in contemporary media, including advertisements, speeches, articles, and social media posts. Students will analyze and evaluate the effectiveness of these strategies in conveying messages and persuading audiences.

Assignment Components:

I. Reading and Analysis:

- a. Select two articles from reputable sources (e.g., The New York Times, The Atlantic, BBC, etc.) on a current social, political, or cultural issue.
- b. Analyze each article for rhetorical strategies such as ethos, pathos, logos, tone, diction, syntax, and figurative language.
- c. Write a detailed analysis (1 page each) for each article, discussing how the author uses rhetorical strategies to persuade and engage the audience.

II. Advertisement Analysis:

- a. Choose two advertisements from different mediums (e.g., print, TV, online) promoting products, services, or social causes.
- b. Analyze each advertisement for rhetorical appeals, visual elements, target audience, and persuasive techniques.
- c. Write a comparative analysis (1 page) discussing the effectiveness of each advertisement in achieving its intended purpose.

III. Speech Analysis:

- a. Watch or read two speeches by prominent figures (e.g., politicians, activists, public figures) addressing significant issues.
- b. Identify rhetorical devices, persuasive techniques, audience engagement strategies, and the overall message of each speech.
- c. Write an analysis (1page) comparing the rhetorical effectiveness of the two speeches and discussing their impact on the audience.

IV. Social Media Analysis:

- a. Choose two social media posts (e.g., Twitter threads, Instagram captions, Facebook posts) related to a trending topic or current event.
- b. Analyze the use of language, visuals, hashtags, and appeals to emotion or reason in each post.
- c. Write a critical analysis (1 page) discussing how social media platforms are used to convey messages and influence public opinion.

V. Reflection:

Write a reflective essay (2-3 pages) summarizing your overall learning experience from this assignment. Discuss the most impactful rhetorical strategies you encountered, how they are used in different contexts, and how your understanding of persuasive communication has evolved.

Submission Guidelines:

- All written analyses should be typed, double-spaced, and formatted according to MLA guidelines.
- Include a cover page with your name, course title, instructor's name, and the date.
- Submit your assignment electronically via the designated platform or email by the specified deadline as directed by Mrs. Butler during the first week of school. Be prepared to submit by week 2.

Assessment Criteria:

- Depth of analysis and understanding of rhetorical strategies.
- Clarity and coherence of writing.
- Critical thinking skills demonstrated in comparative analyses.
- Application of rhetorical concepts to real-world examples.
- Adherence to submission guidelines and deadlines.

Note: This assignment is designed to be completed independently during the summer break to prepare students for the rigorous demands of AP English Language and Composition. Students are encouraged to engage critically with a variety of texts and media sources to enhance their analytical and writing skills.