

**AP Language Summer Reading 2020
Malcolm Gladwell's *The Tipping Point***

We encourage you to purchase your own copy of the book to make note-taking easier. However, if you need a copy of the book, pick one up from school (ACR Window)

Date tba.

Assignment

Read *The Tipping Point* to determine the following:

What is Gladwell's argument?

How does Gladwell use ethos, pathos, and logos to develop his argument?

On the first day of school in the fall, you will write a rhetorical analysis of Gladwell's work, focusing on one chapter of the teacher's choice. This rhetorical analysis will require you to identify Gladwell's argument/claim, provide textual evidence of Gladwell's use of ethos, pathos, or logos, and analyze the effect of that appeal.

To prepare, annotate (if it's your own copy) or use post-its to mark a specific place in each chapter where you see Gladwell using ethos, pathos, or logos. To assist you with this task, we have provided you with a key question and sample moves for each appeal on the other side of this bookmark.

No need for a plethora of post-its--if you can find one or two examples of the appeals at work in each chapter, you will have enough to work with in the fall.

**Key Questions and Terms
for Rhetorical Analysis**

Ethos

How does Gladwell maintain an academic ethos?

Consider these moves:

Qualifies his argument
Uses sophisticated, specific language
Refers to experts
Presents in a specific tone

Pathos

How does Gladwell appeal to a general audience when he is writing about academic work?

Consider these moves:

Shares anecdotes
Uses second-person point-of-view

Logos

How does Gladwell utilize experts?

Consider these moves:

Sets up quotes
Employs endnotes

How does he organize his ideas?

Consider these moves:

Connects stories and information from experts