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