
A.P. English Language and Composition

Summer Assignment 2019

Overview

1. Read the book *Elements of Style* and complete Task #1.
2. Read the book *How to Argue with a Cat* and complete Task #2.
3. Read FOUR presidential inauguration speeches and complete Task #3.

TASKS

Task #1: ELEMENTS OF STYLE

Read *The Elements of Style* (4th edition) by William Strunk and E.B. White--the entire thing, cover to cover, including the forward and introduction. An online copy is available here:

<http://www.jlakes.org/ch/web/The-elements-of-style.pdf>

As you read, take extensive notes on the authors' various rules and advice for writing. Using DocHub, annotate the text as you read--marking important pages, asking questions where you find confusion, and highlighting key passages.

In a GoogleDocs file titled "TASK 1: ELEMENTS OF STYLE", answer the following questions and/or respond to the following prompts:

1. Section I: Elementary Rules of Usage
 - a. List 3 rules from this section where you feel your writing needs the most improvement
 - b. What did you learn from these 3 rules?
 - c. How do you plan to implement these rules into your writing?
2. Section II: Elementary Principles of Composition
 - a. What are the 3 most important principles you took from this section?
 - b. Based on these principals, where do you feel your writing needs the most improvement?
 - c. How do you plan to implement these principles into your writing?
3. Section V: An Approach to Style

Note: The plagiarizing of material for summer reading will result in an automatic ZERO!

- a. Closely read pages 66-69. What is Strunk and White's thesis (or main argumentative point) about writing "style"?
 - b. How would you describe your writing "style"? Do you have one? If not, how do you write?
 - c. What are the 3 most important or helpful reminders you took from this section?
 - d. Based on these reminders about style, where do you feel your writing needs the most improvement?
 - e. How do you plan to implement these tips into your writing?
4. Revision Checklist
- a. On a new page, compose a "Revision Checklist" based on what you learned in this book
 - b. Your checklist can be more of a "bullet point" outline, but you must include AT LEAST FIVE different checklist points.
 - c. Consider this question in composing your checklist: What are the essential rules/principles/tips you should keep in mind when performing a writing task?
 - d. Feel free to put these checklist points into your own words; you don't have to replicate Strunk and White's ideas.

Task #2: HOW TO ARGUE WITH A CAT

Read *How to Argue with a Cat* (photocopied packet) and annotate as you read--marking important pages, asking questions where you find confusion, and highlighting key passages.

In a GoogleDocs file titled "TASK 2: HOW TO ARGUE WITH A CAT", answer the following questions and/or respond to the following prompts:

1. **Introduction** -- Book Theme: Heinrichs' first sentence addresses him thinking of a fun, clear way to teach people the art of persuasion. He chose cats. What other theme could work? Choose several audiences who want to learn persuasion and select a few themes that would appeal to those audiences.
2. **Chapter 1** "Practice agreeability: the brilliant purr" -- Heinrichs explains how to offer choices, be agreeable, and groom/flatter. Imitate the examples in the text by writing your own dialogue of someone persuading using all three of these techniques.
3. **Chapter 2** "Pounce like a predator: the art of stalking" -- Pick a short argument to make and write it three different ways--first just to change your audience's mood, second to change audience members' minds, and third to change their willingness to act.
4. **Chapter 3** "Defuse anger: the toilet argument" -- Heinrichs suggests that we can learn from cats' ability to live in the present and not hold grudges. Recall the grudges you have held. List ways you can move out of the past and ways to help others to do the same.
5. **Chapter 4** "Fit in with the clan: the box maneuver" -- Choose a specific argument scenario and write out its rules of decorum. Specifically, write out all the things the audience expects the ideal arguer to do in that scenario. Include both what should be done and what should be avoided.

Note: The plagiarizing of material for summer reading will result in an automatic ZERO!

6. **Chapter 5** “Earn loyalty: the virtuous scratch” -- What is your ethos? Before you speak, how do people generally perceive you? As you speak, what assumptions do you think people make about you? What do people’s perceptions about you help you to do and hinder you from doing?
7. **Chapter 6** “Argue logically: the deductive mousetrap” -- Find TWO enthymemes from different sources and explain how each enthymeme works. (Consider searching for “memes” online, which often have enthymemes.) Explain each enthymeme’s unsaid assumption. How are they being used to rhetorical advantage?
8. **Chapter 7** “Avoid manipulation: the magic bookshelf” -- Practice the language techniques Heinrichs discusses. Create your own examples of **metaphor**, **synecdoche**, **fallacies**, and **tautology** to show you understand and can illustrate each concept.
9. **Chapter 8** “Talk with your body: the eye intrigue” -- Provide a summary of Heinrich’s instructions for sitting and standing.
10. **Chapter 9** “Make them heed: the lure and the ramp” -- List the lures and ramps that have been used on you throughout your life. Which lures and ramps are occurring upon you right now?
11. **Chapter 10** “Follow the steps: the cat persuasion checklist” -- Write a dialogue of an argument wherein one arguer demonstrates each step along the way.

Task #3: PRESIDENTIAL SPEECHES

STEP ONE: Read and annotate each of the following speeches. If necessary, feel free to research contextual information that may provide insight into the speakers’ words and purposes. Watch any accompanying video if it helps guide your comprehension of the speech.

1. FDR’s First Inaugural Address:
<http://www.americanrhetoric.com/speeches/fdrfirstinaugural.html>
2. Eisenhower’s Farewell Address:
<http://www.americanrhetoric.com/speeches/dwightdeisenhowerfarewell.html>
3. JFK’s Inaugural Address: <http://www.americanrhetoric.com/speeches/jfkinaugural.htm>
4. Obama’s 1st Inaugural Address:
<http://www.americanrhetoric.com/speeches/barackobama/barackobamainauguraladdress.htm>
5. Trump’s 1st Inaugural Address:
<https://www.whitehouse.gov/briefings-statements/the-inaugural-address/>

STEP TWO:

Create a GoogleDoc file titled “TASK 3: PRESIDENTIAL SPEECHES”. Insert a 6x5 table and fill out how each speech demonstrates the corresponding “Big 5” elements of argument.

Note: The plagiarizing of material for summer reading will result in an automatic ZERO!

SPEECH	GOALS	ETHOS	MOOD	LOGIC	KAIROS
FDR					
Eisenhower					
JFK					
Obama					
Trump					

STEP THREE:

Choose TWO speeches to write a 300-500 word essay comparing and contrasting their effectiveness.

Consider the following questions as you craft your essay:

- What is the context for each speech?
- How do the speakers present themselves?
- How do the speakers engage with their intended audience(s)?
- How do the speakers approach their topic? What is their purpose with the speech?
- What strategies do the speakers use to persuade their audiences?
- Ultimately, which speech do you think is more persuasive and effective? Why?

DUE DATE: Second day of school (Thursday, August 15, 2019)

Note: The plagiarizing of material for summer reading will result in an automatic ZERO!