



By this point in the course, you know that rhetoric refers to the available means and processes of communication at any given moment. Given the ways that multimedia technologies shape the world we live in now, digital rhetoric is a major focus. So much communication happens today through digital processes, whether we like it or not.

In the project for this unit, you are going to talk about the **SOCIAL DILEMMAS** and **DANGERS** related to digital rhetoric. You have one of two choices: 1) a 600-word essay, written as a speech; 2) a video recording of yourself actually delivering a speech (either with images or as a vlog). Whether you write this out or record yourself, you need to approach this assignment as more of a dialogue/conversation than as an essay. It should feel like you are talking, like a TED TALK. Think of Thomas Suarez, who at 12 years old, delivered one of the ten most watched Ted Talks of all time. Let that inspire you.

You also need to refer to at least one of the rhetorical categories from Classic Greek philosophy (this is a departmental requirement) and at least two references (at least one of the references must be from the reading assignment from this unit).

OPTION ONE: The TED TALK Essay (6 points)

Expectations	Check
1. AN INTERESTING OPENING/INTRODUCTION: My opening paragraph(s) is interesting and draws a reader in. The story, anecdote, or issue that I explain in the opening connects clearly to the rest of the essay and my overall message. My introduction flows nicely with the whole essay.	
2. OUTSIDE SOURCES & APA CITATIONS: I use AT LEAST two outside sources. One source comes from the readings from the unit on digital rhetoric. I use APA in-text citations accurately and create a bibliography. I name the authors and titles of the sources and do not write things like: “my first article says...” Every time I name an author, I put the year in parenthesis behind the name (this is APA style). My incorporation of the outside sources flows nicely with the whole essay.	
3. FORMATTING: My essay is at least 600 words. I include the word count at the end of the essay. My essay has an interesting title that references this as a speech somehow (i.e., “It Gets Better”: If I Had to Give a Ted Talk on Cyberbullying).	
4. EDITING: I have closely edited and proofread according to the conventions of whatever language I am using in any given moment. There are no typos and no mistakes that impede comprehension.	
5. DIGITAL DISCUSSION: I explain what I see as the social dilemmas and problems with digital rhetoric today. My explanations of these issues flow nicely with the whole essay and are VERY DETAILED.	
6. RHETORIC VOCABULARY: I use at least one item (but NOT more than two) from the rhetorical vocabulary discussed in the unit: ethos, logos, pathos, kairos, identification, repetition, locution, illocution, perlocution, anadiplosis. I use the vocabulary accurately and with depth.	

OPTION TWO: The TED TALK Video (6 points)

Expectations	Check
1. AN INTERESTING OPENING/INTRODUCTION: The first minute is interesting and draws a listener in. The story, anecdote, or issue that I explain in the opening connects clearly to the rest of my overall message. My introduction flows nicely.	
2. OUTSIDE SOURCES & APA CITATIONS: I use AT LEAST two outside sources. One source comes from the readings from the unit on digital rhetoric. I name the authors and their	

essay titles in my talk. (I use APA in-text citations accurately and create a bibliography in the description area on youtube).	
3.FORMATting: My video is at least 5 minutes long. There may be multiple takes (i.e., it can be edited) but there are no long or awkward pauses. My video has an interesting title on youtube.	
4.VISUAL IMAGES: I have an interesting background behind me and I am easy to hear (if there is NYC background noise, I work that into the video). The background makes sense with what I am saying or who I am projecting myself as. OR, I use images throughout my talk rather than a screen of myself.	
5.DIGITAL DISCUSSION: I explain what I see as the social dilemmas and problems with digital rhetoric today. My discussion of these issues flows nicely and is VERY DETAILED.	
6. RHETORIC VOCABULARY: I use at least one item (but NOT more than two) from the rhetorical vocabulary discussed in the unit: ethos, logos, pathos, kairos, identification, repetition, locution, illocution, perlocution, anadiplosis. I use the vocabulary accurately and with depth.	

Total Points (this project accounts for 6 points of the final grade's 100 points)	
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Points Translation (Roughly)
 6 points: **A** 5 points: **B** 4 points: **C** 3 points and below: **failing**

Due Date: April 3

My Notes