Christopher Bell’s TEDTalk-ANALYSIS **NAMES:**

**DIRECTIONS:** Type your answers. As you work, avoid repeating any example or evidence. Once you’ve used it; it’s a done deal. Don’t try to double-dip.

1. What is Christopher Bell’s overall purpose/point of his speech? Explain entirely in YOUR OWN WORDS in 1-2 sentences.

2. Note the repeated use of “and” in sections 0:11, 8:02, or 12:07. Select 1 and articulate its purpose.

|  |  |  |
| --- | --- | --- |
| Section | Evidence (snippet is okay) | Analysis (2-3 sentences) |
| * 0:11 * 8:02 * 12:07 |  |  |

3. Bell also makes the claim that while media is incapable of telling us what to think, they do “control the conversation.” Review sections 5:32 through 10:04 and fill in the chart below to provide proof and analyze.

|  |  |  |
| --- | --- | --- |
| Either example/evidence OR device (or 1 of each) | Section # | Analysis (in 2-3 sentences) |
| 1. |  |  |
| 2. |  |  |

4. In section 10:30 Bell claims that the media’s control of the conversation is unfair both to girls AND boys. *How* does he substantiate (back up) that claim in sections 10:30 through 12:59? Fill in chart below:

|  |  |  |
| --- | --- | --- |
|  | Section # | EVIDENCE SNIPPET/ANALYSIS (embed a short piece of evidence—a phrase rather than an entire sentence from the TEDTalk into a sentence that explains how that evidence proves the unfairness. |
| Example to prove media control is unfair to GIRLS |  |  |
| Example to prove media control is unfair to BOYS |  |  |

5. Last question: **CHOICE**—Check one and answer it below the prompts. Include snippets of evidence, and

write in full sentences.

* **OPTION 1:** In section 13:39, Bell makes a number of concessions but then works to rebut (disputes/takes down) them. Pick 1 concession he makes and explain it; then, address how he refutes it.
* **OPTION 2:** All throughout his speech, Bell includes images of his daughter, of superheroes/movie clips, of merchandise, of the bullied boy Mike. Pick two images he projected and describe them. Then, explain WHY he chose to include them; how do they support a claim (which one?)?
* **OPTION 3:** Explain how the author relies upon humor to develop his ethos and at the same time support his claim.

🡺 Before you print, run grammar/spell check, and eliminate extra white space to avoid wasting paper.

**RUBRIC:**

★ Strength of evidence to illustrate/support claims **✓+ ✓ ✓-**

* Evidence is relevant
* Evidence reveals superior, nuanced understanding of the text

★ Accuracy/strength of rhetorical/stylistic devices **✓+ ✓ ✓-**

* Strongest, most relevant devices in proving the claims are selected
* Devices reveal astute understanding of author’s intent/claims

★ Strength of analysis **✓+ ✓ ✓-**

* Analysis is accurate, thorough, insightful in illustrating/proving claims

★ Grammatical correctness **✓+ ✓ ✓-**