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NBC Learn - Rhetorical Analysis Handouts

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Handout 1

Video 1 *Big Brother Helps Boys Become Men* {02:09}

I. Before you watch the video, answer the following questions.

1. Have you ever heard the expression of “big brother”?
2. If you have heard it before, what does it mean?
3. In what main way can a person help a boy become a man?
4. Do boys need help to become men?
5. If so, under what circumstances do boys need help to become men?
6. Do you think this expression “big brother” refers to a brother biologically speaking?

II. While you watch the video a first time, check your predictions and underline the places that appear in the video.

restaurant	park	train station	barber shop	White House
governor’s house	museum	furniture store	coffee shop	school

III. Read the following questions. Then, watch the video again and try to FIND the corresponding answers.

1. According to the video, what does a Big Brother do?
2. Why is a barbershop a good place to distribute information about a Big Brother?
3. Why is the White House mentioned in this video?
4. What is one of the current challenges faced by the *Big Brothers, Big Sisters of America’s* organization?

IV. LISTEN to this video for a third time and ORDER the following statements as they appear in the video.

___ far too few black men are stepping up to help

___ pulling them away from the lure of the streets ___ I don't mind passing it along

IVa. Pay attention to the underlined verbs in each statement. Can you paraphrase their meaning? Check a dictionary if necessary.

V. The following idiomatic expressions in column A are used in the video. Match them with their corresponding definition in column B.

Column A	Column B
1. give me five	a. to support me
2. food for thought	b. to meet a requirement
3. make the cut	c. it's okay by me
4. I don't mind	d. ideas to consider
5. Be there for me	e. to show one is pleased

VI. Check the Reference citation for this video and ANSWER the questions below.

Citation

Mott, R. (Reporter), & Williams, B. (Anchor). (2011, February 23). Big Brother Helps Boys Become Men. [Television series episode]. NBC Nightly News.

1. What is the name of the source?
2. In what year was this video broadcast?

VII. Answer the following questions in order to understand how to analyze the rhetorical aspects of this video.

1. What kind of text are you analyzing?
2. Who is the intended audience?
3. What messages does it send?
4. What do you think is the purpose of this video?
5. If you are not an African-American, will this text interest you? Why? / Why not?
6. What emotional appeals are present? Does this video persuade you? (pathos)
7. Do you find the video logical in the way the information is presented and organized? (logos/ethos)
8. Do you think this message could be communicated more effectively through another medium (article, poster, comic, etc.)? If so, which one?
9. Does the video conform to the conventions of a news report?

Handout 2

Video 2 *Wide Range of Donors Offer Vital Aid to Haiti* {02:53}

1. Read the following questions. Then, watch the video and compare your answers with your team members.

1. What do you know about the American Red Cross organization? What does it do?
2. What is an emergency relief?
3. What supplies are necessary during an emergency?

II. While you watch the video a second time, CIRCLE the perfect tenses that you hear.

<u>they have raised</u>	had gotten	I've spoken to	has donated
they've watched	are taken	have seen	have watched
has sent	have given	has waived	had taken

III. LISTEN to this video for a third time and ORDER the following present progressive verbs as they appear in the video.

<u>7</u> are stepping up	___ are looking for	___ are reaching out
___ are making	___ are organizing	___ is sending
___ are opening	___ are donating	___ are doing

IIIb. What is one common characteristic of the following verbs? What are these types of verbs called?

Answer:

stepping up	looking for	reaching out
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Do you know what they mean? Match them with their corresponding definition in column B.

Column A

1. stepping up
2. looking for
3. reaching out

Column B

- a. searching for
- b. to take responsibility
- c. to move forward in order to help

IV. Watch and listen to the video one more time and FILL IN the blanks with the MISSING INFORMATION (Hint: They are all numbers)

1. The American Red Cross has raised _____ for Haiti relief.
2. Across town, up to _____ drivers picked up food to send to quake survivors.
3. Agencies like Save the Children, in Haiti for _____ years, know from grim experience what's urgently needed.
4. From South Carolina, Water Missions International is sending _____ crucial units that can purify _____ gallons of water a day for _____ people.
5. American Airlines has sent _____ pounds of relief supplies.
6. Major league baseball has donated _____.
7. Brad Pitt and Angelina Jolie have given _____ to Doctors Without Borders.

V. Instructions: In Blackboard, click on NBC Learn Playlist and look for the video “*Wide Range of Donors Offer Vital Aid to Haiti*” then CLICK on the video, then click on the little arrow upper right, then CLICK on ‘citation’ and then select APA.

Check the Reference citation for this video and answer the following questions.

1. What is the name of the source?
2. In what year was this video broadcast?

VI. Instructions: In your team, answer the following questions in order to understand how to analyze the rhetorical aspects of this video. Your teacher will collect one handout per team. When you finish it, please hand it to your teacher.

1. What kind of text is this?
2. Who is the intended audience?
3. What messages does it send?
4. What do you think is the purpose of this video?
5. What is the most appealing aspect of the video?
6. What emotional appeals are present? Does this video persuade you? (pathos)
7. Do you find the video logical in the way the information is presented and organized? (logos)
8. What strategies are used in this video to communicate the message effectively?
9. How might you change the video to make it more appealing to the audience?

10. Do you think this message could be communicated more effectively through another medium (article, poster, comic, etc.)? If so, which one?
11. What features of this video reflect the convention of news reports?

Handout 3

Video 3 *A look Back at the Origins of the Salvation Army* {01:53}

I. While you watch the video a first time, CIRCLE the names that appear in the video.

Kim Porter
Maria Smith

William Jefferson
General William Booth

Ana Puckett
Hallelujah Lassies

Ib. Answer the following questions:

1. Who is the founder of the Salvation Army?
2. Who is the soldier who left her well-paying job in order to minister to the poor?
3. What is one group of Booth followers called?

II. Read the following statements. Then, watch the video again and decide whether they are TRUE (T) or FALSE (F) according to what you hear.

1. The Salvation Army's goal is to minister to the poor and preach the gospel. T - F
2. Through the years, the Salvation Army and its soldiers have changed. T - F
3. The Salvation Army and its soldiers aim is to meet people's financial needs. T - F
4. Military families need help because breadwinners are in Saudi Arabia. T - F

III. LISTEN to this video for a third time and ORDER the following compound nouns as they appear in the video.

__ Christmas assistance __ Hallelujah Lassie __ law firm
__ Shopping mall 1 Salvation Army __ military families __ training school

IV. On Blackboard, click on NBC Learn and look for this video and CLICK on it, then click on the little arrow upper right, then CLICK on 'citation' and then select APA.

Check the Reference citation for this video and answer the following questions.

1. What is the name of the source?
2. In what year was this video broadcast?

V. Instructions: Answer the following questions in order to understand how to analyze the rhetorical aspects of this video.

1. What kind of text are you analyzing?
2. Who is the intended audience?
3. What messages does it send?
4. What do you think is the purpose of this video?
5. What is the most appealing aspect of the video?
6. What emotional appeals are present? Does this video persuade you? (pathos)
7. Do you find the video logical in the way the information is presented and organized? (logos)
8. What strategies are used in this video to communicate the message effectively?
9. How might you change the video to make it more appealing to the audience?
10. Do you think this message could be communicated more effectively through another medium (article, poster, comic, etc.)? If so, which one?
11. What features of this video reflect the convention of news reports?