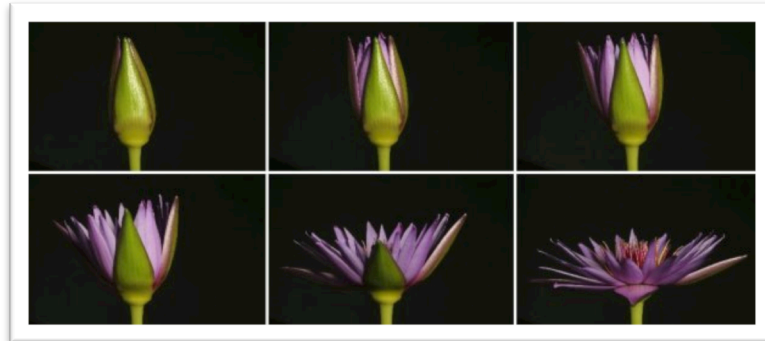


# Group Work:

Understanding structure in Louie Schwartzberg's speech "Nature. Beauty. Gratitude."

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Prompt: In his TED Talk, how does Louie Schwartzberg organize his speech in order to create an effective argument?

Reminder of *how* arguments are effective, through Aristotelian appeals:

**Pathos:** an appeal to the audience's emotions, imagination, and emotions  
**Logos:** the logic of the argument, clarity of the claims, and effectiveness of evidence  
**Ethos:** an appeal to credibility (of the speaker or of others), and of ethics/ moral issues

You will chart evidence of pathos, logos, and ethos on your SOAPStone chart as you watch the TED talk.

Then, consider the following **brainstorming/reflection** questions:

1. Based on our class findings, how strong was each Aristotelian appeal, on a scale of 1-10:

Pathos:

Logos:

Ethos:

2. Is it always essential for an argument to be perfectly balanced with pathos, logos, and ethos? Why or why not?

3. Consider the topic of Schwartzberg's TED Talk. Also consider that Schwartzberg finds his "greatest satisfaction [in] creating works that can have a positive effect on the future of our planet" ("Louie Schwartzberg"). With what appeal(s) do earth-friendly people typically promote and aid in the health of our planet? How does Schwartzberg's approach differ?

4. Who, most likely, is the intended audience of Schwartzberg's speech? What kind of appeal would they usually appreciate? Why do you think this? Why might Schwartzberg choose a different method?

5. How does Schwartzberg structure his speech? What are some organizational methods he include in an attempt to allow his listeners to truly be engaged and connected? Are they effective? Why or why not?

**Task One: Thesis formation.** Components to include:

- TAG (Title, author, genre, in any order)
- Aristotelian appeal (from #1 above)
- structural examples (2 from #5 above)
- finally, your opinion on whether Schwartzberg is truly effective at moving his audience to think a certain way.

*Example:*

In his speech “Nature. Beauty. Gratitude.,” Louie Schwartzberg entrances his audience’s emotion, effectively drawing readers in to listen and respond through his use of visual pictures set to effective narration, and through his use of broadening his focus, from himself, to a child and older man, to the audience members themselves.

*Topic Sentence Frames:*

In his \_\_\_\_\_ “ \_\_\_\_\_,”

Louie Schwartzberg \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Task Two: Finding support and quotations for TWO details

Use the transcript of Louie Schwartzberg's speech "Nature. Beauty. Gratitude." in order to find ONE supporting quotation for EACH organizational strategy you listed.

When writing these quotations down, provide proper CONTEXT and a LEAD-IN.

For the purpose of this paper, and, as modeled for you, try to list a possible reason why the strategy is used *before* you even include locational context (where in the speech the quotation you choose is located, by way of a small summary of what he is saying that that moment). This is a little step above the last paper that will really help draw your readers in to understanding your ideas.

ex: Early in his speech, Schwartzberg explains that he is a time-lapse photographer, and therefore he strategically uses visual images and pictures throughout his speech, to bring his visually adept listeners in. As he is discussing various aspects of simple nature that we often take for granted, he describes clouds, noting that "this day, right now, has unique weather, maybe a kind that will never exactly in that form come again. That formation of clouds in the sky will never be the same as it is right now. Open your eyes. Look at that" (5:45).

1.

2.

## Task Three: Considering Commentary for Quotations

Now, it is up to you to create **FOUR** questions for each quotation that help spur deeper thought/ commentary (similar to your “Questions to Prompt Thinking” for your **SLOB** paper, except you create the questions this time). Here is a model for my model quotation included in the previous page:

Question #4 should always point back to **TONE**. (Remember your focus!)

1. Is it the words themselves that are significant, or the visual pictures behind the words?
2. How does the simplicity of Schwartzberg’s wording help us to really focus on the visual pictures instead?
3. How else might someone point out the same information using *no* visuals?
4. Most importantly, how does the use of visuals and pictures help engage his specific audience in a way other methods cannot?

Your questions:

1.

1.

2.

2.

3.

3.

4.

4.