

English Language and Literature SL Grade 11 SUMMER ASSIGNMENT 2019

Over the summer of 2019, you will read and study *The Tipping Point* by Malcolm Gladwell.

Why?

The Tipping Point is an investigation into people and trends. Gladwell provides examples of highly insightful events and trends that reflect what members of given societies think and perhaps also how those events shape mass perceptions. Powerful stuff.

What does this have to do with the Language and Literature course? The first semester will be mostly focused on Language and Communication. You will examine media institutions, ownership of those institutions, the role of editing, censorship, media bias, and persuasion in many different forms of mass communication.

To get you primed for these studies, you will examine “tipping points.” You need to develop very sharp critical thinking skills and Gladwell’s book is an excellent introduction to the art of paying close attention to what is going on all around.

Task

Yes, there is more.

In addition to reading *The Tipping Point*, you will identify and follow a trend over the summer. You will examine its origins and, if applicable, its tipping point—the point at which the trend becomes something bigger.

This trend may be anything that has started since January 2019 and still continues, or it may be something that develops recently. The trend must exist for at least four weeks to qualify as valid for this assignment.

Reporting

You will compose two products for this assignment.

- A 200-300 word rationale that identifies (1) when and where the trend originates, (2) why you chose to investigate the specific trend, and (3) how it relates to the concepts of tipping points.
- A 500-600 word investigation of the trend. Among other things, you will need to examine:

- Specific details of the trend
- How the trend (probably) was started
- Which population (age, gender, ethnicity, et al) is most affected by the trend
- Unique aspects of the trend that are not found in other, similar items
- Ways in which the trend was spread (or is still spreading)
- Specific examples of how the trend spread
- All forms of mass communication involved
- Likely results of the trend, both good, neutral, and bad

The report will be word processed using MLA format.

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A separate front page will be the rationale, and the investigation will be stapled to it.
No cover sheets, please.

Questions?

Contact Dione Smith

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