

Creating a Rick Mercer Style Rant

1. Explore the unique nature of this medium by viewing several Rick Mercer rants. Although his rants follow no set formula, you will notice a number of characteristics common to each of his rants:
 - He hooks his audience by introducing the topic by relating how this issue relates to our lives
 - Then he states his position on the issue by first showing how the opposing position is ridiculous, or employs a slippery slope technique to show what would happen if this policy was pursued in the extreme (i.e., if we give the government access to our hard drives next they will want to record our phone conversations), or how the future would be intolerable if we took this position.
 - intersperses short punchy sentences after longer ones for effect,
 - tilts the camera when making a key point,
 - uses rhetorical questions to make his point,
 - creates a 'straw man' to help bring down an opposing argument,
 - uses humour, sarcasm, and exaggeration, along with carefully chosen arguments and supporting evidence to back up his central position,
 - ends with a funny, affirmative statement.
2. Students write a 350-450 (500-600 if working with a partner) word script that includes the elements above
3. Students hand in a rough draft of their assignment for a formative feedback loop.
4. Students refine their scripts,
5. Students view the rubric and discuss various strategies to enhance their work according to the various criterion.

