

Pop Star Ethos

Activity Summary

To show students how to recognize elements and effects of “ethos,” I have them analyze pop stars’ personas as presented on their websites.

In groups of 2-3, students share a laptop to click through a pop star’s official website and describe his/her character in three adjectives. Next, I ask them to identify particular aspects of the website that contribute to those particular characteristics—the images, the text, the organization, what’s included/excluded, etc. They perform close readings of each of those elements, explaining how each contributes to the overall ethos of the pop star.

After preparing, each small group presents their findings to the rest of the students using the class computer and projector.

