Major Rhetorical Precis Assignment

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Argumentative Writing WR122

Rhetorical Statement #1

Sheena Lyengar, a Professor at Columbia University Business School, talks about her paper 'The art of choosing' in a 2010 TED conference which claims that there are many differences in choice among different cultures. Lyengar suggests in her talk that people’s cultures give meaning to their choices and that those choices are largely impacted by the environment they have grown up in. She supports her claims by comparing multiple studies that involve testing among different cultures and their ability to choose and complete tasks based on those choices. The purpose of this talk is to enlighten the reader about how choice can create huge differences among different cultures, and in order to fully understand them you need to experience and learn the many differences. Lyengar's talks in an informal but structured matter that enables the audience to laugh at subtle jokes but also completely understand the topic. This allows nonacademic minds to fully understand such a complicated topic such as human behavior.

Source

Iyengar, Sheena. “Transcript of ‘The Art of Choosing.’” TED, July 2010, [www.ted.com/talks/sheena\_iyengar\_on\_the\_art\_of\_choosing/transcript?language=en](http://www.ted.com/talks/sheena_iyengar_on_the_art_of_choosing/transcript?language=en).

Rhetorical Statement #2

Daniel Kahneman, a psychologist known for his work on judgement and decision making, talks about his paper 'The riddle of experience vs. memory' in a 2010 TED conference where he claims the mind irrationally takes in what has actually happened and therefore changes our decisions. Kahneman suggests in his talk that the mind often takes experiences into distorted memories that often focus on pain, or the notable end of an experience and therefore forgets everything else about the experience. He supports his claims through many examples of peoples changes in perception, one of the most popular is examples of short-lived pain through a long experience. The purpose is to show how our mind is actually very capable of misremembering instances, and that the last thought is often what is taken away from the event. Kahneman talks much like a professor with structured examples and little to no adlibbing, this requires a more attentive mind to pay attention and follow the many subtle points that are given.

Source

Kahneman, Daniel. “Transcript of ‘The Riddle of Experience vs. Memory.’” TED, Feb. 2010, [www.ted.com/talks/daniel\_kahneman\_the\_riddle\_of\_experience\_vs\_memory/transcript?language=en](http://www.ted.com/talks/daniel_kahneman_the_riddle_of_experience_vs_memory/transcript?language=en).