

## Reflective *Ethos* and *Kairos* Assignment

This invention (prewriting) assignment provides you with an opportunity to reflect on your credibility in a variety of areas and identify the relevance and timeliness of certain areas of your expertise.

For Case #4, you will be asked to create blog post, and the success of your blog will rely largely on two important factors: your ability to persuade your audience that you are a credible source on your topic and the relevant nature of the topic. Often activities like blogging—or cover letters and personal networking pitches—are difficult because we don’t spend time systematically reflecting on our own expertise and developing a strategy for the writing occasion.

It is my hope that articulating your experiences and knowledge will help narrow down a relevant topic—and potential opportunity—for your blog.

I’ve asked you all to create a list of preliminary topics for your post. To help us narrow the list, I’d like you to answer the following question in paragraph form (complete sentences) providing as many concrete examples as possible.

*Ethos* (ethical appeal, credibility):

1. What would you consider to be your primary field of professional expertise? What is your experience (formal and informal) in this field? What does this experience allow you to share with others?
2. What are your secondary areas of expertise? These may be interests or hobbies. What is your experience in these areas? What are you able to share with others?
3. Of the areas of areas you’ve identified, which are you most passionate about?

*Kairos* (opportunity, relevance, appropriateness):

4. Considering the areas you listed above, which ones offer the best opportunity to write? Are any of these areas more relevant than others right now?
5. Consider your own professional goals (i.e. job/internship searching, promotion, changing field), would publishing on LinkedIn about one of these topics be appropriate and timely for your professional objectives?
6. Can you use this assignment to research or write about something useful in other areas of your professional lives?
7. Look at your topics. Considering the 500-800 word limit and audience, eliminate any topics that aren’t appropriate for a blog post.

