Project 2: Rhetorical Analysis of Cultural Artifact

What to do. Select a cultural artifact - an album cover, music video (an original, not a remake), poster - from your Playlist Project. Using the rhetorical strategies discussed in class and readings, examine the text and images carefully and analyze how the various elements work together to convey an important meaning, effect, or impression. As part of your analysis, give specific examples from the text design to support your claims about the creator’s use of rhetorical strategies. Use 2-3 additional sources to provide context about the text and support your analysis with evidence.

You will need to clearly express and support your analysis of the text you have selected. In your analyzing of the text, you need to address what it is you want to prove is important, why it matters to you, and why it should matter to your readers. Your thesis should address this matter of importance.

Rhetorical Purpose:
• To identify and explain how text (words) and visuals are arranged and presented in certain ways to convey an important meaning, effect, or impression.
• To critically analyze and consider how writers respond to context, purpose, and audience.
• To construct an analytical academic essay that uses well-developed evidence and that integrates sources to support a thesis.

Not the purpose. Your essay should not merely summarize or list the visual, textual, and rhetorical elements you will examine. Your essay should not simply describe the text. You should not only take the text apart just to show how its parts work together to create a whole—although that would be a step in the right direction.

Audience. Write this analysis for your classmates and instruction, assuming they have not recently experienced the cultural artifact you have selected. You will need to find a way to familiarize your audience with the artifact and the parts of the artifact you will focus on. You will need to have this specific audience in mind as you write.

Length/Format. Your rhetorical analysis should be +/− 1200 words (4 to 5 polished pages of writing) in Times New Roman 12-point font. Use MLA or APA format to properly cite your sources. Include a Works Cited page.

Homework: Project Plan due Tuesday, February 21st

In addition to your reading and annotations, your Project 2 Plan should be shared with me via Google Docs by February 21st at 8am. Also bring a hard copy to class that day. It should include an introduction paragraph that briefly summarizes the text you have selected and a working thesis. You need to also include either freewriting, listing, or outlining that suggests what will be included in your supporting body paragraphs.
Rhetorical Analysis of Cultural Artifact: Due Dates
While these are the initial due dates, we reserve the right to adjust if needed.

February 16th: Receive assignment for Project 2

February 21st: Project 2 Plan should be shared with me via Google Docs by February 21st at 8am. Also bring a hard copy to class that day. It should include an introduction paragraph that briefly summarizes the text you have selected and a working thesis. You need to also include either freewriting, listing, or outlining that suggests what will be included in your supporting body paragraphs.

February 23rd: Finding Credible Sources activity

March 2nd: Complete draft due to instructor

March 14th & March 16th: Peer Review and UWC visit – no class meetings

March 23rd: Polished Draft and Writer’s Memo due to Blackboard by 8am.

Checklist
While these are the initial products, we reserve the right to adjust if needed.

- Playlist linked to songs (open source) with summary & synthesis
- Annotated articles in rhetorical analysis
  - The Rhetorical Situation
  - Reading & Writing Rhetorically
  - Rhetorical Reading Strategies and Construction of Meaning
- Project plan with image of artifact for analysis
- Finding Credible Sources activity
- Annotated resources for paper
- Draft of essay with peer feedback including first & last name of peer reviewers
- Draft of essay with instructor feedback
- University Writing Center consultation report
- Additional drafts with dates
- Final draft of essay
- Writer’s Memo