

## SECOND ASSIGNMENT SEQUENCE: MULTIMODAL SOCIAL CAMPAIGN

### *Timeline*

Monday 4/24—SA3: Project Proposal Video

Wednesday 4/26—Comments on SA3

Thursday 5/4—Group Contract

Tuesday 5/9—SA4: Literature Review

Tuesday 5/23—MP2: Website, Centering Piece, and Campaign Plan

### **PART 1: Short Assignment 3: Project Proposal Video**

**Due:** Monday 4/24 by the end of the day

*Prompt:* This short assignment requires you to select a social or political issue (keep in mind our definition of “political”) and to produce a video proposal for a multimodal campaign responding to that issue. Your video does not need to be complex or professionally produced. Your primary focus should be on *content*. If you have experience with video editing, feel free to use it. On the other hand, you are welcome (and even encouraged) to produce a script and simply read your script into the camera. You might think of your video as similar to a YouTube video blog. Your audience will be your peers in this classroom. After each of you has submitted a video, you will watch one another’s videos in order to determine which proposals you will develop for your second major project.

Your proposal include:

- a clear and concise **overview of the issue** (consider what your audience already knows and what you will need to explain),
- a clear **account of the stakes** as you understand them (while there may be many reasons your project matters, highlight those reasons most germane to you and your peers), and
- one or two **suggestions for how a multimodal project might respond** to this issue (here you should highlight possible lines of inquiry and possible ways in which you might use a multimodal project to intervene in the issue).

You should keep in mind that this proposal is an act of *rhetoric*. You are attempting to *persuade* your fellow classmates that your topic is worth investing their time and energy in. Therefore, you should make use of all of the rhetorical appeals and techniques at your disposal in order to achieve this goal. In what ways will your video embody ethos, logos, and pathos?

*Formal Requirements:* While your video design may be as simple or as complex as you choose, your video *must* fall between 1.5 and 2 minutes long—not a second under, not a second over. You should *upload your video directly to Canvas*, rather than providing an external link.

*Follow Up—Responding to Peers:* Your replies to one another need not be lengthy or incredibly detailed, but you should articulate in a few sentences why you find the proposal compelling and why you are interested in the project. You should both **“like” and reply to your top three posts**. (Due Wednesday 4/26 by the end of the day.)

### ***Helpful Resources for SA3:***

How to get your video onto Canvas:

- How to record a video directly to Canvas: <https://community.canvaslms.com/docs/DOC-1869>
- How to upload a video to Canvas: <https://community.canvaslms.com/docs/DOC-1867>
- If you upload a video, make sure that the format is supported:  
<https://community.canvaslms.com/docs/DOC-2776>

Access to computers with webcams (if you need one):

- Allen Library's mediArcade: <http://www.lib.washington.edu/media/mediaarcade>
- Odegaard (laptop checkout): <http://www.lib.washington.edu/ougl/learning-spaces/macbook>
- Student Tech Loan Program (laptop checkout): <http://www.cte.uw.edu/stlp>
- Odegaard Learning Commons (though it may be crowded/loud):  
<http://itconnect.uw.edu/learn/technology-spaces/odegaard-learning-commons/>

## **PART 2: Short Assignment 4: Literature Review**

**Due:** Tuesday 5/9 by class time

*Prompt:* For this short assignment you will, with your group, produce a **literature review** introducing your social campaign topic. This review should (1) give some background on the issue, (2) introduce some contemporary critical perspectives, and (3) situate your issue within the context of current events or current trends within American culture. Your primary goal with this literature review is to read broadly about your topic in order to produce a general account of the current conversations surrounding it.

Requirements for your literature review:

- **Your method should emphasize strategic synthesis:** While literature reviews take on a variety of forms (depending on the context and the discipline in which they are produced), this assignment requires you to produce a literature review that foregrounds *synthesis* over summary or critique. This means that your review should not simply summarize or evaluate each source *individually*, but, instead, should describe the general trends that you notice, highlighting specific sources that embody or gesture towards these trends. Your literature review should not attempt to address *everything* included in your source material. Instead, you should develop a clear focus based on your broader campaign plans. (You might ask yourself, then, what specific knowledge will help you to develop a successful campaign: This is the information your review should foreground.)
- **You should utilize a wide range of sources:** You are required to reference at least 10 sources in your literature review: at least 4 scholarly sources, at least 4 popular sources, and at least 2 additional sources. As you research, you should pay attention to the distinct ways in which scholars and popular media address your topic. How might you distinguish between scholarly trends and popular trends? (I may also recommend seeking out at least 2 sources which give an *historical* account of your topic—although what this looks like could vary depending on your topic and focus.)
- **Make sure to define any keywords or disputed terms:** This will vary from project to project but, as you read and research, you should pay attention to the terms which regularly show up in discussions of your topic. How are these terms being used? How are

they defined? How are they disputed? (For example, in debates about abortion, “life” is a key term; in debates about politics, “freedom” is often disputed; etc.) In addition to defining these key terms, you should explain why these definitions are important.

- **Your literature review should be clearly organized:** Your review should begin by introducing your *general* topic along with your *specific* focus. The bulk of your literature review should then synthesize the sources you have collected. You should conclude by suggesting ways in which the information you have compiled will help you to develop a campaign. You might also use your conclusion as an opportunity to raise questions that remain unanswered. Feel free to utilize subheadings and section breaks if this is helpful.

*Formal Requirements:* Your literature review should be 3-5 double spaced pages and should be formatted according to standard academic formatting guidelines. (Any style guide—i.e., MLA, APA, Chicago, Turabian—is acceptable *as long as you are consistent*.)

### ***Literature Review – Option 2:***

Rather than writing a standard academic literature review (as you would for another course or project), you may choose to produce a public-facing, electronic literature review. The requirements for this review are the same, *except* that:

- You should produce this literature review electronically as a **web page** (one which you might imagine hosting on your website).
- Rather than using academic style citations, you should **use hyperlinks** to connect your readers *directly* to your sources.
- Rather than conceiving of your audience as instructor and classmates, your audience should be **anyone who may encounter your website**—so, a fairly general audience (though you should keep in mind that your website will likely reach out to a specific subsection of a global, national, or local population).

In a nutshell, the only real distinctions between this option and the standard literature review are the **format** (digital/hypertextual) and **audience** (public/general).

## **PART 3: Major Project 2: Website, Centering Piece, and Campaign Plan**

**Due:** Tuesday 5/23 by class time

*Prompt:* The final part of this sequence requires you, with your group, to develop a multifaceted, multimodal project which responds to your chosen political or social issue. Rather than creating a single artifact—like a video or an infographic—you will create *a network of artifacts, engagements, and proposed actions* which will function together for a single rhetorical purpose. In other words, your aim with this project is to develop a coordinated set of rhetorical acts which function together as a means of *directly intervening* in your issue. Your ultimate rhetorical goal, then, is *pragmatic* rather than *theoretical*.

Your multimodal campaign must include:

- A **website** which functions as a hub for your project and includes (at minimum):
  - A homepage which introduces your issue, goals, and other pertinent information.
  - A mission statement (or “about us) page.
  - Links to useful information on your topic (feel free to use sources from your literature review, along with anything else you find relevant).

- Links to social media accounts and all other relevant aspects of your project.
- A **multimodal PSA or rhetorical “centering piece.”** You might create a video, a situation, an interactive mapping project, an art installation, or something else. You will either host this on your website (if uploading possible) or you will include a detailed account of it on your website (if uploading is not possible). Whatever it is that you choose to create, it should have three aims:
  - To bring attention to your issue.
  - To prompt a specific response to your issue—this response may be an action or set of actions, or it may be a change in consciousness or perception (i.e., through defamiliarization).
  - To direct your audience towards more involved participation in your project.
- A **plan for action.** Because simply placing something on the internet—whether a website, video, blog, map, or what have you—is unlikely to have significant real-world effects in and of itself, you must develop a plan for action which will insure that your project *will*, in fact, produce the response you intend. You will present your plan to the class on the day that your project is due. You should also upload this plan to Canvas in outline form as a separate document. Your plan should address the following questions along with anything else that you feel is relevant. (You are not required actually to enact this plan, but it should be something that you *could* enact if you wanted to):
  - How will you find and gain the attention of an audience?
  - How will you involve your audience in your cause?
  - How will you fund your campaign? What is your budget?
  - What roles will each of you individually play in carrying out your plan for action?
- A **presentation.** On the due date, you will present your entire project to the class. Your presentation should be structured as follows and should be no longer than 10 minutes. (If you have an alternative structure in mind, just clear it with me first):
  - Present a clear and concise overview of your issue.
  - Present your “centering piece” and website to the class.
  - Present your plan for action.
  - Conduct a follow-up Q&A session with the class.

*Formal Requirements:* There are no exact formal requirements for this project, but you will need to turn in the following: a **link** to homepage of your website, your **centering piece** (if it is not embedded in your website), your **plan for action** outline, your **group contract**, a **statement of goals and choices**.

## **APPENDIX: Group Contract Requirement Guidelines**

**Due:** Thursday 5/4

This project is complex, detailed, and fast-paced, which means you will need active involvement from *all* members of your group. In order to facilitate this, you will draft a group contract after your group has been formed. You must all agree to the contract, sign the contract, and turn it in to me. Your contract must include the following information:

- A basic **timeline for completion**.
  - Days that certain parts of your project will be decided on, completed, reviewed, submitted, and so forth.
  - Meeting times and locations (and who needs to be there). I recommend reserving study rooms through UW—many of these are equipped with useful technology.
- Roles of **group members**. While you are free to assign roles however you see fit, the following responsibilities must be filled. It is possible that some responsibilities will be shared or that some members will take on more than one responsibility. You can negotiate these details amongst yourselves.
  - **Campaign organizer(s)**: in charge of reserving study rooms, organizing and attending all meetings, facilitating communication between group members and instructor, gathering and submitting all final materials, keeping everyone on track with the project.
  - **Web designer(s)**: in charge of creating website, formatting content, making sure all links work, communicating with writers and designers.
  - **Copy writer(s)**: in charge of editing all text for the project, including website and other text. (This person is not by default responsible for *doing* all the writing. This should be negotiated as a group.)
  - **Graphic designer(s)**: in charge of logo design (if applicable), developing cohesive color schemes, directing aesthetic choices, collaborating with web designer and copy writer, and producing all static images.
  - **Video editor(s)** (or alternative editor for “centering piece”): in charge of editing video and collaborating with others to shoot, direct, produce audio, etc.
- Your contract should follow the following **format**:
  - First, provide your timeline.
  - Second, give a brief profile for each member:
    - Name
    - Position(s)
    - Responsibilities
    - Contact information
    - Primary availability

### Choosing a topic.

Some ideas, to help you start brainstorming issues you might be interested in:

- racial justice
- gender equality
- police brutality
- economic inequality
- alcohol or drug abuse on college campuses
- bullying
- rape culture
- gentrification
- rent control
- immigration
- drug policy
- hate speech and free speech
- lgbtq issues
- environmental issues
- the treatment of animals
- artificial intelligence
- payment of college athletes
- cost of education
- prisons and incarceration
- diversity
- representation of minorities
- graffiti and vandalism
- job related stress
- capitalism
- vegetarianism/veganism
- information access
- information literacy
- and so on *ad infinitum*...

You may choose an issue (like some of those listed above) that does not *appear* to be a political issue. In your proposal, you should demonstrate *why* this issue is politically relevant.

You should keep in mind that your ultimate goal is *direct intervention* in a situation. Therefore, you should not choose a topic like “vote for so-and-so” or “call your representatives” as your political issue or your primary course of action. When it comes to electing political leaders, what we are ultimately doing is selecting a person who will represent us and—supposedly—act on our behalf, rather than acting for ourselves. With this project, your goal is *direct action* for the sake of change, rather than finding a leader to make these changes for you. (Obviously, the line between direct action and representation can be blurry—I understand that—but your *aim* should be the former.)