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SHORT PROJECT THREE
PODCAST PROMOTION

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Outcome Targeted: One
Modes: Linguistic, Visual
File Format: .pdf and .doc/.docx/.pdf/.rtf

Background:

In the first project sequence, we conducted research to generate lines of inquiry and develop a complex argument in a multimodal genre pitched toward academic audiences. In the second project sequence, we're going to follow a similar trajectory except we'll be working in new modal combinations and create public-facing compositions meant to circulate outside of the university setting. The final project for this sequence will be an episode of your very own interdisciplinary podcast, one in which you make a complex argument pitched toward a broader, non-academic audience. Before we get to that stage, however, the first step will be to imagine your podcast and shift your thinking from composition as an academic practice to composition as a public-facing one.

Your Task:

In order to make a rhetorically effective podcast episode three weeks from now, you'll first have to create an overall image for your podcast, better understand the genre, and find your audience. This week, your task is twofold: (1) create a digital poster promoting your podcast and (2) draft a distribution plan so that your promotional material reaches your audience. Using the tools we explore in class this week, design an eye-catching poster that effectively communicates to your audience the name and topic of your podcast, and then write a one-page, double-spaced plan for how you will distribute this poster online in order to find your potential audience.

Getting Started:

The key to successfully completing this project is to transfer the concepts of genre, convention, and audience to a new context. Instead of targeting an academic audience, you're tasked with imagining a public for your interdisciplinary podcast, appealing to them through the visual mode of your poster, and then reaching them through online distribution channels. Before any of this can take place, however, you'll need to think of an interdisciplinary topic suitable for the genre of a podcast. Here are some questions to get you started:

- What are some interdisciplinary topics that interest me? That would interest non-academic audiences?
- What kinds of topics make for successful podcasts? Why are they so popular?
- How can I create a brand for my podcast through the visual mode?
- What distribution channels are available to me in order to find and appeal to my audience?
- What expectations does my potential audience have and how can I meet and even exceed them?

Minimum Requirements:

- Poster that provides a name and sufficient information about your podcast (specifications are up to you)
- One page, double-spaced distribution plan

A Successful Project Will:

1. Provide a clear impression of an interdisciplinary podcast topic
2. Employ visual design strategies to positive rhetorical effect
3. Thoroughly describe effective distribution strategies for reaching the target audience
4. Reflect a careful consideration of audience and demonstrate audience-awareness

Due: 4/29/17 (midnight)

Outcome Targeted: One, Two
Modes: Linguistic, Visual, Aural, Spatial
File Format: url (password protected)

Background:

Now that you have decided on a topic for your podcast and developed a clear picture of your target audience, it's time to develop the subject of your first episode. The goal for this project sequence is to create a podcast episode that effectively makes a complex argument. Unlike some podcasts, you'll be doing more than just providing entertainment or information, though you'll be doing that too. You'll be making a complex genre-appropriate claim and supporting it with evidence and analysis. In order to get to that point, you'll need to generate a line of inquiry and do some research toward it. This week's project is about following that open-ended question, finding reliable and relevant sources, and synthesizing those sources through intertextuality. And you'll be doing all this in a public-facing, non-academic genre: Tumblr.

Your Task:

This project serves the function of an annotated bibliography: an archive of knowledge in which you document sources that have informed your research and put those sources in conversation with one another. While annotated bibliographies are carefully ordered and ruled by rigid conventions, Tumblr is a non-linear space for more unconstrained exploration. Your task this week is to dive into research and develop a line of inquiry for your podcast. Follow that line of inquiry and collect at least ten reliable and relevant secondary sources of various modes. Post each of these sources on your Tumblr and build intertextuality using genre-appropriate strategies. Basically, put these sources in conversation with each other. Sources of any mode—articles, videos, pictures, gifs—are all acceptable as long as they further your line of inquiry and are in conversation with other sources.

Getting Started:

You already have a topic for your podcast, so now you need to zoom in on a specific line of inquiry to explore in your first episode. Once you have that line of inquiry in place, use the research strategies we explored in the first project sequence as well as any research practices you've already developed by exploring the internet. Here are some questions to get you started finding sources and creating your Tumblr:

- What is an open-ended question I have about my topic that others will find interesting as well?
- Is my question worth exploring? Will the answer come too quickly or too slowly?
- How can I find and share sources in a genre-appropriate way? How can I tell if a popular source is reliable?
- What are some forms of citation and intertextuality that are appropriate for Tumblr?

Minimum Requirements:

- Ten reliable, relevant, and recent secondary sources
- Every source must be in conversation with at least one other source
- One of the ten sources must offer a counterargument

A Successful Project Will:

1. Contain ten reliable, relevant, and recent secondary sources
2. Employ written explanations and other genre-appropriate strategies for building intertextuality
3. Clearly follow a line of inquiry toward a complex argument
4. Follow the conventions of Tumblr (including audience-awareness)

Due: 5/6/17

Outcome Targeted: One, Two, Three
Modes: Linguistic, Aural
File Format: .mp3

Background:

These past two weeks you've decided on a topic for your interdisciplinary podcast, identified your audience, developed a line of inquiry, and engaged in research toward developing a high-stakes and complex argument. Now it's time to bring this all together in the first draft of your podcast.

Your Task:

This week and next will be dedicated to synthesizing your research and developing a high-stakes, complex interdisciplinary argument that you explore in the public-facing genre of a podcast. You'll create a rough draft of the podcast, which will allow you to focus on the issues of genre, research, and argument. Using the recording technology in your smartphone and an audio editing program called Audacity—which we'll learn how to use this week—create a rough draft of your first podcast episode. Eventually, your episode will be 5-8 minutes in length, employ at least three sources from last week's research, and incorporate speaking, music, and sound effects. Accomplish as much of this as you can this week, but focus predominantly on the complexity of your argument, the persuasiveness of your evidence, and awareness of your audience.

Getting Started:

Since this week you're only tasked with submitting the first draft of your podcast, use it as an opportunity to explore the large-scale issues you'll have to address in order to set yourself up for success for next week's revision. Instead of worrying about flawless sound quality and seamless editing, your main concerns should be the complexity of your argument, the strength of your evidence and analysis, and your overall rhetorical effectiveness. Here are some things to consider as you get started:

- What makes a podcast engaging for its audience? How can I incorporate the same strategies?
- What exactly is the argument I'm trying to make and how can I clearly articulate this for my audience?
- How are podcasts organized? How are topics introduced and broken up into segments?
- What skills have I developed writing essays and composing other projects that I can transfer to this genre?

Minimum Requirements:

- 6-8 minutes in length
- Incorporate the linguistic mode, music, and sound effects
- Make a complex, high-stakes argument
- Incorporate and appropriately cite at least three sources

A Successful Project Will:

1. Set forth a complex, high-stakes, interdisciplinary argument
2. Utilize evidence and analysis to support a complex argument
3. Employ an effective organizational strategy
4. Follow the conventions of the podcast genre
5. Be appropriately pitched to its intended audience

Due: 5/13/17

Outcome Targeted: One, Two, Three, Four
Modes: Linguistic, Aural
File Format: .mp3

Background:

You should now have a rough draft of your podcast, a firm grasp of your argument, and a good idea of what you need to do in order to make that argument effectively. This week is your opportunity to take the raw material from last week's first draft and shape it using the composition strategies you've developed all quarter as well as the technical know-how you've gained during this project sequence.

Your Task:

Revise the rough draft of last week's podcast so that it fulfills all the minimum requirements and successfully accomplishes all of the goals in the project rubric. In order to achieve these goals, you might have to revisit your argument, rethink your evidence, try out a new organization, or any number of other things. What's important to keep in mind is the overall goal of creating a complex and persuasive public-facing composition that explores an interdisciplinary topic.

Getting Started:

Last week you should have established your audience, argument, evidence, and organization. This week, in addition to adding finishing touches, you'll be making sure that all of these elements are present and effectively employed. Here are some questions to help you think through issues that often come up in revision:

- Is my argument clearly articulated? Have I put my claim in the right place?
- Does my evidence support my argument? Do I need to provide more evidence or more analysis?
- Is my organizational strategy apparent? How can I cue my audience into transitions and developments?
- Am I appealing to my audience effectively? What changes in my tone can I make to appeal to them?
- What conventions am I missing? Am I using intro music, sound effects, and other conventions appropriately?

Minimum Requirements:

- 6-8 minutes in length
- Incorporate the linguistic mode, music, and sound effects
- Make a complex, high-stakes argument
- Incorporate and appropriately cite at least three secondary sources

A Successful Project Will:

1. Set forth a complex, high-stakes, interdisciplinary argument
2. Utilize evidence and analysis to support a complex argument
3. Employ an effective organizational strategy
4. Follow the conventions of the podcast genre
5. Be appropriately pitched to its intended audience

Due: 5/20/17