

ENGL 182 B
Short Assignment 1: “Reading for Multi-Modality”
Winter 2017

OVERVIEW:

You will make a case for why a pitch in Mad Men uses rhetorical strategies that correspond to our course readings. To make your argument, you will need to describe a scene in one of the seven episodes written about in this article (<http://www.avclub.com/article/seven-defining-pitches-mad-men-216671>). Use the visual and dialogue details from the scene to **support your claim about:**

1. the mode this episode’s pitch utilizes effectively

2. how this episode effectively uses rhetorical strategies that we would classically assign to traditional essay and argumentative writing.

DETAILED REQUIREMENTS

In your first paragraph, summarize the episode, the article’s claim about the episode, and then make your own claim about the mode utilized in the episode’s pitch as well as which strategies you see at play in the pitch as they correspond to our readings.

In each of the body paragraphs, describe specific visual and/or dialogue details and explain how they work to support your claim about the pitch and multi-modal writing.

This should be 1. 2-3 full pages in MLA format (double-spaced, Times New Roman, 12-point font, 1-inch margins, heading with your name, instructor’s name, course #, date) or, 2. a min. 6-minute video acting out your claim and close analysis, or, 3. a lecture with your claim and close analysis.

DUE: D1 on Jan 12, 2017; **“Final”** Jan 17, 2017

ENGL 182 B
Short Assignment 2: "What Gets (to) You?"
Winter 2017

OVERVIEW:

Conduct a brief survey of your target demographic for MP's 1 and 2. Then, *summarize* your findings and *explain* in a genre* of your choice how they help narrow down your topic and ideal genre(s) and mode(s) for MP's 1 and 2. You do not yet have to know what your final project will exactly be before you begin (that is for MP 1), but you do have to have a general topic idea and general sense of who you will be targeting. **The two goals are:**

*If you choose "essay": 2-3 MLA pages (12-point font, Times New Roman, double-spaced, one-inch margins, heading with your name, instructor's name, course #, date).

GOAL 1:

to decide what genre(s) and mode(s) will effectively reach this target audience...

GOAL 2:

...and what crucial information is known/should be known, but is not.

DETAILED REQUIREMENTS

1. Create a set of questions that will help you to narrow down the topic and choose your genre(s)/mode(s) for MP's 1 + 2.
2. Choose a mode for the survey (video interviews, survey monkey, e-mail queries, twitter responses, Facebook posts, etc.).
3. Gather answers from at least 10 people from your target audience, ideally 15 or more and document your results (screenshots, recorded video, word clouds, spreadsheets, .pdfs, transcripts, etc.).
4. Summarize your results.
5. Analyze your results: how do your findings lead to a narrower topic and point to the ideal mode(s) that you believe will most effectively reach your target audience(s).
6. Upload your survey, its results, and your analysis.

DUE:

Jan 26, 2017 on
Canvas

ENGL 182 B
Major Project 1: "The Pitch"
Winter 2017

OVERVIEW:

You will "pitch" your MP 2 by creating a storyboard, artifact, performance, essay, or other media. This will be done in groups or as individuals according to what you chose leading into the assignment, and the scope of the pitch should vary accordingly. Both parts are due the same day.

PART 1:
Present It

PART 2:
Summarize
It

PRESENTATION
DETAILS

Present in your genre(s) and mode(s) of choice what your final project will look like.

Incorporate analysis/clarification on why your chosen genre(s)/mode(s) for MP 2 ideal for the content and for reaching your target audience.

Account for your target audience's "make-up" and rhetorical preferences.

Provide a brief explanation of each group member and their role in creating the pitch.

Provide "credits": say what sources you used to put your pitch together and use those sources to make your idea(s) more credible.

SUMMARY DETAILS

Write a 2-page summary in MLA format (12 pt., Times New Roman, double-spaced, one-inch margins, heading your name, instructor's name, course #, date).

Open with a brief synopsis of your pitched MP's main goal, genre, and mode. End the opening paragraph on an abbreviated summary of the pitch itself.

Summarize in subsequent paragraphs what genre(s)/mode(s) your pitch is in and **briefly analyze** why, and how these rhetorical choices will effectively reach your target audience.

DUE:
Jan 31, 2017;
Feb 02, 2017

ENGL 182
Short Assignment 3: “Reading Objects for Multimodality”
Winter 2017

OVERVIEW:

You will go to The Henry Art exhibit, ‘Trans Hirstory in 99 Objects’ for two hours. Wander around and take notes on different modes of writing you see, things that are interesting to you – anything. Then, create an audio recording or video recording of you explaining for at least 2 minutes, maximum 4. See below for details of what you should record.

Step 1:

Spend two hours in The Henry taking notes on multimodality.

Step 2:

Make a minimum 2-minute, maximum 4-minute, audio or audio-visual recording talking about the exhibit and multimodality (see below)

DETAILED REQUIREMENTS OF RECORDING

Describe 2-3 objects that stood out to you. If you are doing a visual-audio recording of this, and took a photo, or if you make the recording IN the gallery, show the objects. **Explain** why and how they struck you.

Analyze what modes were used via these objects and/or the exhibit in general. Questions to consider: were they effective? Were they not always effective? Why/why not?

Connect the art exhibit to our previous two readings on ethnicity and gender. How do all three differ, what do they have in common, how are they examples of multimodality, and what are their socio-political implications?

DUE: Friday, 02/17/17, 6PM as an upload on Canvas

ENGL 182
Short Assignment 4: "Intertextuality and Multimodality"
Winter 2017

OVERVIEW:

Create a prezi or powerpoint as if you were going to give a formal, 5-minute presentation. Include typed notes akin to what you would use if you had notecards during a presentation. In your presentation, explain the relationship between the past two readings, the art exhibit, *and your own project*. You will not actually formally present this. The assignment is simply to create a visual/textual presentation (audio components may also be incorporated).

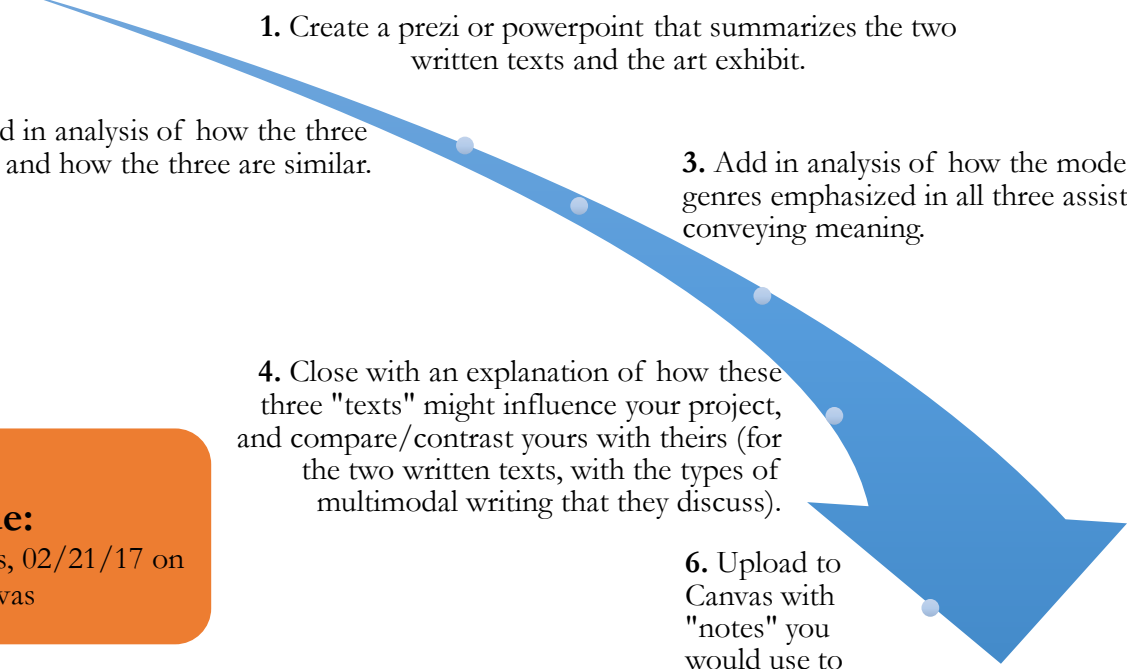
GOAL 1:

Formally synthesize information from multiple texts and compare them.

GOAL 2:

Relate your own work to a larger conversation about multimodality.

DETAILED REQUIREMENTS

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1. Create a prezi or powerpoint that summarizes the two written texts and the art exhibit.
 2. Add in analysis of how the three differ and how the three are similar.
 3. Add in analysis of how the modes and genres emphasized in all three assist in conveying meaning.
 4. Close with an explanation of how these three "texts" might influence your project, and compare/contrast yours with theirs (for the two written texts, with the types of multimodal writing that they discuss).
 6. Upload to Canvas with "notes" you would use to present.

Due:

Tues, 02/21/17 on
Canvas

ENGL 182
Major Project 2: “Campaign Research Conference”
Winter 2017

OVERVIEW:

You will **perform** your MP 2 by creating a mock-up of your campaign and recording it happening on video or otherwise documenting it at least visually and aurally. You will also **present** your final product and your summary of the performance, but also process for producing it, to the class. This will be in a “research conference” setting and be **10 minutes** long.

PART 1:
Create/Enact
/Document
It

PART 2:
Present It (10
MINUTES)

CREATE/PERFORM
DETAILS

Create the campaign or product that you proposed in MP 1.

Document performance of it: video tape if it is an event, make a shareable URL for a website, digitize or photograph if it was physically constructed, etc. and document users responding/interacting with it.

At the end of your documentation of it, provide a brief explanation of each group member and their role in creating the campaign, as well as sources you used.

DUE:

Peer review feedback session
February 23. Research
conference/presentations of it
will be **February 28 and
March 3.**

PRESENT DETAILS (video,
enactment, powerpoint, etc. --
your pick)

Present the genre(s) and mode(s) that you chose for your final project and why. **We will do this in the style of a conference on running multimodal campaigns.**

Incorporate analysis of how the modes/genres were/weren't effective. **Use** at least visual/aural modes to show the campaign to the class and explain how it went.

Summarize how effective you felt it was, what you learned that surprised you, what you would do differently if you could now modify it, what you would change

Engage the audience: ask questions, create group activities, play a game, etc.