SA 3: Keyword

From the Oxford English Dictionary: key-word *n*. (a) a word serving as a key to a cipher or the like; (b) a word or thing that is of great importance or significance; *spec*. in information-retrieval systems, any informative word in the title or text of a document, etc., chosen as indicating the main content of the document.

In your second major paper, you will be following your own line of inquiry for a pop culture text of your choosing. In preparation for this research-based paper, your first short assignment will help you frame your argument. **For this assignment, you will craft a focused, targeted inquiry and definition of the keyword/critical lens that you will be exploring in your MP2 pop culture text**. In selecting a keyword, make sure you choose something about which you can write 2-3 pages. In order to conduct an effective analysis and craft a persuasive argument about your text, you must have a strong understanding of your keyword and be able to clearly articulate it (and any relevant stakes it may have) to your reader. This paper will accomplish both, and you will be able to use excerpts from this paper in MP 2.

This paper won't have a straightforward claim; rather, it will be a thoughtful articulation of your inquiry process to work towards your claim for MP 2. Think about what you already know about your keyword, and what you want to know more about. Do some research into the word's common usage and historical context. Familiarize yourself with the term in its various iterations. Think about how you might need to narrow or broaden your definition of the term. Ask yourself: what do I need to know about this keyword in order to make an interesting, complex, and effective argument about my pop culture text? Finally, gesture towards how this new understanding of the term will figure into your MP, both conceptually and structurally.

This assignment will also include another **Writer's Memo**. Discuss how you came to choose this particular keyword, be more specific about its potential applications for your Major Paper 2, and discuss any potential drawbacks or concerns you have with your keyword. Also, how did the specific genre of this kind of writing affect your writing choices?

Requirements:
- 2-3 double-spaced pages, 12 pt Times New Roman font with 1 inch margins
- **Writer's Memo** with standard guidelines

SA 4: Annotated Bibliography

To help find and effectively use secondary sources for Major Paper 2: Pop Culture Analysis, this short "paper" is an Annotated Bibliography. An Annotated Bibliography is a list of sources (in MLA Works Cited page format) that provides a summary of each source and how it is used in your paper/project.

Each annotation should include:

- information about the writer (a sentence or two)

- a summary of the text's most important and relevant information

- how you will use the text in your own argument (Major Paper 2)

In crafting a summary, remember to move from broad to specific. Start with the source's overall argument and then quickly begin to hone in on the part of that argument that is most relevant to your own project. These summaries should also be active summaries, meaning that you are analyzing each source's utility and directly drawing connections to your own work. Remember that your overall purpose is provide a sense of a cohesive project that showcases your ability to perform and use research.

Requirements:

- You must use **THREE scholarly** secondary sources
- Each annotation should be at least **250** words (include the word count at the end of each annotation)
- 12-pt Times New Roman font with 1-inch margins

Major Paper 2: Pop Culture Analysis (2 drafts, the first with peer review)

Thus far in the course, we have explored some of the approaches and theories that ground cultural studies work, we have reviewed how writers use those theories to analyze pop culture texts, and we have analyzed pop culture texts ourselves. For this sequence, you have already chosen a critical approach in your keyword essays as well as conducted relevant research. Now, you will begin putting together your paper.

Building on the work you've done so far, this paper will be an argument-driven pop culture analysis of a text of your choice. **Choose a pop culture text that you are interested in (film, TV show*, novel, comic book, music, fashion trend, etc.) and conduct an analysis of the text**. Unpack the text for how it is exploring any cultural, social, and/or political issues that may be at work. Is the text implicitly or explicitly taking a stand on an issue? Is the text presenting alternative perspectives of an issue? What ideological issues are at work in the text? Keep in mind that your analysis can be a critique. This paper will also entail **creating your own complex claim**, **utilizing research, and, ultimately, persuading an audience of your argument.**

Your primary claim for this paper should make an argument about how the text is working with the issue(s), theme, or theoretical approach you've identified in your keyword essay. Your support should draw on specific examples from the text that you explore and analysis to help prove your claim. Be sure to include a discussion of the stakes (why does this matter? What does this help us understand?).

To help establish the context of your discussion and support your argument, you must use at least three secondary (academic) sources.

* A note about TV shows. You can talk about a series as a whole, but your argument will be much better served if you zero in on one episode or character.

Requirements:
- Engage with at least 2 scholarly sources
- 5-7 double-spaced pages, 12pt Times New Roman font with 1 in. margins
- MLA citations
- Works Cited page