

SA4: Podcast Promotion

Targeted Outcomes:

- Outcome 1: Develop the ability to recognize and write for different audiences and contexts.
- Outcome 4: Continue the composition process through thoughtful revision and editing by implementing peer review. **This project will be peer-reviewed on Tuesday, May 7th.**

Due: Monday, May 6th, 11:59P via Canvas

Description

In the second project sequence, we will be conducting research to generate lines of inquiry and develop a complex argument in a multimodal genre meant to circulate outside of the university setting. The final project for this sequence will be an episode of your very own 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 personal practice to composition as a public-facing one.

Task Breakdown

In order to make a rhetorically effective podcast episode three weeks from now, you'll first have to create an overall image for the overall podcast show. In order to do this, you need to better understand the genre and find your audience. This week, your task is twofold: 1) create a promotional piece—digital or otherwise—to create interest in your show; and 2) draft a distribution plan so that your promotional material reaches your audience. Whatever genre you decide to use for this project, remember that you need to follow the appropriate conventions to create a strong interest in your show. After composing your text, you will additionally need to write a one-page, double-spaced plan for how you will distribute this material in order to find your potential audience. The distribution can be physically in-person or by using online resources. Regardless of your decision, your distribution plan must explain why you've chosen this reasoning and why.

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/private audience, you're tasked with imagining a public audience for your podcast, appealing to them through the genre and modes of your text, and then reaching them through appropriate and effective distribution channel(s). Before any of this can take place, however, you'll need to think of a topic for your final project. This does not need to be a final, solidified argument, but you should know what area/topic you want to investigate. **The final project topic is going to be up to you, however, it must result in an argumentative research podcast. You will be required to research the topic, pick a side, and argue for said side.** Here are some questions that can get you started:

- What are some topics that interest me? That would interest non-academic audiences? How can I argue—or *advocate*—for/against the topic?
- What kinds of topics make for successful podcasts? Why are they so popular?
- How can I create a brand for my podcast through my promotional text?

- 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?

Logistics

- **Due: Monday, May 6th, 11:59P via Canvas.**
- A text that brands your podcast. It can possibly provide a name for the show, where it can be found, and any other information you deem significant for your audience about the show (specifications are up to you).
- One-page, double-spaced, 12 pt. font distribution plan.

Expectations

A successful project will:

1. Provide a clear impression of a podcast that will eventually end up with an argumentative research episode.
2. Employ proper modes to create a strong rhetorical effect amongst your audience.
3. Thoroughly describe effective distribution strategies for reaching the target audience.
4. Reflect a careful consideration of audience and demonstrate audience-awareness.