

English 1310
Writing the World: The Rhetoric of Travel & Tourism
Short Assignment 1

Your Task: Short Assignment 1 will allow you to practice the skills of developing original, complex claims and articulating stakes in your writing. Short Assignment 1 will also allow you to demonstrate your understanding of authorial perspective and audience in your writing.

You must create a travel guide and accompanied written campaign for a location on campus or around Seattle. You will use persuasive argument to entice tourists to visit your location. Creating the travel guide and accompanied written campaign will require you to include key pieces of evidence and support for your overall claim. I suggest traveling around campus, the U-District or to another area of Seattle that you haven't visited before! Find a new location where you can pretend to be a tourist and allow yourself to experience the location for the first time. Only two people in the class may select any specific destination so try and be creative in your choices. Your travel guide is your opportunity to demonstrate your ability to persuade your potential tourists using sound organization, compelling evidence from your trip to the location in your writing. Questions you might ask yourself before beginning the written campaign:

- Where is my location? Why have I selected this locale?
- Am I only one of 2 people who have selected this location?
- Who might be the possible tourists who I am attempting to persuade?
- What are the amenities, natural wonders, entertainment, and cultural activities that I need to include in my campaign as evidence to support my overall claim?
- How am I going to organize my writing and images to best persuade potential tourists?
- How might I draw from the travel guides and their rhetorical strategies we explored in class?

****Note:** You may choose to generate a more visual version of the travel guide using pictures, drawings or videos as part of your claim's evidence. However, your travel guide must include **2-3 full double-space pages of 12 pt. Times New Roman font text**. I recommend embedding your images in the text after you are sure you have reached the page requirement. **The word count should be between 500-750 words**. Be creative, and have fun! This is your chance to demonstrate what we've been working on with developing a complex, original claim with articulated stakes supported by evidence. It's also your chance to play tourist in your own environment!

Minimum Requirements:

- 500-750 words; 12pt. Times New Roman font
- Based on a unique and complete stake-driven claim of your own, clearly articulated and supported throughout the your guide and/or written campaign (MUST HAVE BIG 5!)
- Visit a Seattle location to gather compelling evidence in the form of descriptive writing, pictures, videos, drawings, etc.
- Well organized with clear signposting
- Proofreading!

Deadline:

Short Assignment 1 Final Draft: **DUE Friday 4/10 by 5pm on Canvas**

English 1310
Writing the World: The Rhetoric of Travel and Tourism
Short Assignment 2

Your Task: create 2-3 critical reviews of your location and written campaign from SA1 in which you will embody the rhetorical style and argument tone of Anthony Bourdain, Jamaica Kincaid, Karl Pilkington, or any of our other writers or performers we have encountered in the course thus far. Your reviews of the location must directly address the evidence and claims presented in Part 1, your guide and written campaign. You must quote directly, paraphrase from, and reference images from your guide and campaign in each of the reviews. Each review will include its own claim and stakes with evidence to support it. Questions you might ask yourself before beginning each critical review:

- What does my author's rhetorical style and argument look like?
- How might they organize a compelling argument to persuade or dissuade tourists?
- What is the compelling evidence I will use from SA1 as support for their claims?
- How will I incorporate this evidence effectively?

****Note:** Obviously we don't know exactly how Bourdain, Kincaid, or Pilkington might critically review their tourist experiences at your location. Some might have loved their tourism experience and have similar persuasive arguments to your travel guide whereas others hated the experience and want to dissuade tourists from visiting in their review. The choice and details are up to you but I encourage you to put forth your best effort in creating distinct rhetorical styles and arguments for each. This is your chance to have a little fun while practicing what we've learned about authorial perspective, rhetorical styles, intended audience, claims, and stakes in your writing. Each review should be no less **than 1-2 full double-spaced page of 12 pt. Times New Roman font text. The total word count must be between 750-1000 words.**

Minimum Requirements:

- 750-1000 words; 2-3 different critical reviews; 12pt. Times New Roman font
- Based on a unique and complete stake-driven claim of your own, clearly articulated and supported throughout the text of your critical reviews (MUST HAVE BIG 5!)
- Thoughtful incorporation of evidence from SA1 into SA2's critical reviews
- Careful attention to the rhetorical style, argument tone, and audience of the "authors" for each review
- Well organized with clear signposting
- Ability to craft SA2 as inserted into the conversation generated by SA1's travel guide and written campaign. These must be in dialogue with one another
- Direct quoting, paraphrasing, and summary in each critical review
- Proofreading!

Deadlines:

Draft of 1 critical review: **DUE Wednesday 4/15 IN CLASS**

Short Assignment 2 Final Draft: **DUE Sunday 4/19 by 5pm CANVAS SUBMISISON**

English 1310
Writing the World: The Rhetoric of Travel & Tourism
Major Project 1

Now that we have practiced analyzing visual rhetoric, rhetorical styles, and crafting complex claims we are going to move towards a more traditionally academic project. Our past assignments have given you a chance to practice audience awareness, rhetorical analysis, crafting an original complex claim and utilizing evidence for a specific argument. This paper prompt will ask you to tie all of your developing skills together into one assignment. Major Project 1 will allow you to practice the skills of developing original, complex claim and articulating stakes in your writing. Major Project 1 will also allow you to demonstrate your understanding and awareness of rhetorical styles and rhetorical situation in your writing.

Your Task: With all of the aforementioned skills in mind, you must develop your own stakes-driven complex claim by focusing on how rhetorical strategies in travel media (both textual and visual) shape our understanding of tourism and travel. **In other words, how is our understanding and perception of tourism and travel shaped by the rhetorical strategies of travel authors, performers, and videographers? Why does this matter to our role as global citizens and travelers?**

Questions to consider as you write (you do not need to formally address or answer any of these):

...Does my complex claim make an argument about how we perceive or understand tourism and travel?

...What are the different rhetorical strategies of our individual authors and performers we have encountered in travel writing and media?

...What rhetorical styles, specific arguments, or visual rhetoric have I found personally compelling to my own perspective of tourism and travel thus far?

...Have I included a worthy counterargument in my paper?

...Am I putting our class texts in dialogue with one another creating a larger rhetorical situation in my paper?

...Am I compelled by my own argument? Is there enough evidence here to compel my reader?

...Am I taking risks in arguing something exciting, interesting, and original about the way rhetorical strategies shape our understanding of tourism and travel?

Remember, with whatever complex claim you develop, be sure to answer the larger question of: **WHY AND FOR WHOM DOES THIS MATTER?** Why should we pay attention to this as global citizens?

Minimum Requirements:

- 5-7 double spaced pages (1500-2400 words), 12 pt. Times New Roman font
- Based on a unique and complete stake-driven claim of your own, clearly articulated and supported throughout the text of the paper
- All 5 parts of the “Big 5” must be clearly articulated
- Strategically pitched to an academic audience
- Thoughtful incorporation of evidence from sources presented in the course:
 - Clear, relevant supporting examples from your personal experience
 - 3-4 quotations from our source materials
 - incorporating at least 3 sources from course materials
- Careful attention to rhetorical style and argument tone of the sources that you use
- Well organized with clear signposting
- Consistent tone and rhetorical style throughout your own paper
- Proper use of MLA formatting and in-text citations
- Using sources in dialogue with one another. Remember that texts in a larger rhetorical situation share intertextual relationship with one another.
- Proofreading!

MP1 Draft DUE by 5pm on Canvas: Sunday 4/26

MP1.2 & Critical Reflection DUE by 5pm on Canvas: Sunday 5/3