G. S. Horne

English 2201

Draft of Textual Analysis Assignment

Thinking about your intended field of study or a field of study you are interested in learning more about, locate four different sources (print, web, film, video are possible sources) in this field that examine/explore/discuss a similar topic/issue/ controversy.

 For example, a student interested in studying hospitality leadership might want to learn about current trends in the lodging industry; another might want to learn about trends in the food and beverage industry

Your goal in locating these sources is to evaluate the rhetorical strategies which are specific to each source’s genre, purpose, and audience. After this evaluation, students will write an analysis that compares and contrasts the rhetorical strategies used in two of these sources.

Timeline: (time allotted for assignment contingent on MWF/TTH schedule)

Week 1: Identify potential topics/issues/trends in field of study; narrow and select one; begin locating and reading these sources. You will write a memo to me which briefly explains the topic that you selected and your reason(s) for selecting this topic. We will review the conventions of memo writing in class. Print copy of memo is due in class on\_\_\_\_\_\_\_\_

Week 2: Continue locating and reading /viewing these sources; organize your notes so that you can share these with our class and with me. A physical (printed) copy of these notes is due in class on \_\_\_\_\_\_ and should make sense to someone who has not read/seen/heard the materials that you have selected. We will review some strategies for organizing and presenting your notes before you begin this process. From these notes, students will select 2 of the sources for a paper that compares and contrasts the rhetorical features of these sources. Students will draft an informal memo to me to explain/report this decision. Informal memo to be written in class and due\_\_\_\_\_\_.

Week 3: In-class workshops on organizing and drafting the analysis.

Week 4: In-class workshop con’td; peer review of hardcopy of drafts; instructor feedback. We will discuss how we approach and conduct peer review prior to this stage of the assignment. Students are encouraged to share their drafts in digital form for additional peer feedback.

Week 5: Polished draft due in class on\_\_\_\_\_\_\_\_\_\_.