**Morris**

**ENGL 1100-**

**Project 2: Writing to Analyze**

**Context**

While there are many themes threaded throughout this year’s Pirate Read, *The Last Ballad*, struggles for fair representation and equality are core concerns. These struggles are far from new, and scores of organizations and individuals have put immense effort into raising awareness of these problems in order to promote positive change both globally and locally. Their efforts have taken many intriguing and effective forms over the long decades since the Loray Mill Strike of 1929. In recent years, Commercials, Tweets, websites, Instagram and Facebook campaigns, digitized public petitions, music and more have all been utilized to fight these ongoing battles.

**What to do**

This project asks you to analyze the rhetorical strategies and effectiveness of specific *approved* texts that are part of an ongoing campaign for some form of fair representation or equality. There are always at least two sides to every struggle, and to render your analysis as valid as possible, you will need to explore the struggle from more than one side, but remain focused on a single “text.”

To successfully analyze your approved texts, you may need to print, screenshot, or download them so you can review them often and in greater depth during the course of this project. Your analysis should cover:

• The rhetorical situation

• Use of Ethos, Pathos, and Logos

• The text primary and secondary intended audiences

• The rhetorical effectiveness of the text in creating public dialogue

**What Not to Do**

Remember, for this project you are NOT taking sides or arguing for or against the message of the text! Your job is to rhetorically analyze the text with special consideration of specific qualities that either work in favor of the message and its potential reception, or against it. Determining the intended audience of the text is a crucial step in this process.

**Academic Purpose**

The goal of this project is to help you develop as a writer through practicing articulating a critical awareness of rhetorical strategies. In working on this project you should begin to better understand what and how various elements of texts are designed to elicit specific responses from a target audience, as well as how to employ these strategies in your own writing.

**Audience**

For this project you will choose your own audience, but your chosen audience must be specific, narrow, and made obvious to your instructor through your writing.

**Sources**

You will need a minimum of three secondary sources for this project, which means you will be required to use a meaningful, well-reasoned combination of direct quotes and paraphrases with in-text citations and a reference page in APA format. For more specific information on citing in APA use the information available via MindTap and Pocket Keys first. The Purdue OWL website is a useful backup if you have trouble locating the information you need for specific citations. You must also print and highlight portions of sources used. Further detail will be provided in class.

**Length**

Your final essay should be a minimum of 1200 words and a maximum of 1500 words NOT including the reference page.

**Format**

Your entire essay should be submitted as a word document using APA format, and typed in 12pt Times New Roman font with required paragraph spacing, a cover page, and reference page.

**Important Dates** (see unit schedule for more info)

9/18: Post 3 texts you are considering and explain why you are considering each via **DB**.

9/23: Post your completed outline to **DB**

9/27: Post 1 FULL, single-spaced page of your Project 2 draft to **DB**

10/05: Post rough drafts of at least 2 Full, single-spaced pages to **DB**

10/09: Thoroughly review your writing partner’s draft and post that review to **DB**.

10/15: Peer Review

**10/18:** Polished draft of Project 2 is due for assessment and grading via ***link in unit folder***

10/19: **Copies of source material must be turned in at beginning of class** (see below)

#### **At the beginning of class on October 19, 2016, you must turn in print copies of ALL sources cited within your final draft** (see instructions below)

Instructions for copies of sources to be turned in:

You will need to submit copies of all the specific parts you are paraphrasing or citing from **every** **source** you use for this project. ***If it is not common knowledge, it must be cited*.** So, if you use a website as a source, you will need to print a screenshot of the part of it you are using; if you use a journal article as a source, you must print only the page(s) you are using; if you use a video as a source, you must screenshot the page it is streaming from and list the relevant time stamps in print; and, if you are using an informant, you must have a transcript of that portion of the conversation. In the cases of alpha-numeric texts, you **must also highlight** the portion used. That even means that if you paraphrased a few sentences from a page, you'll need to highlight those sentences.