Morris

ENGL 1100-40

Project 2: Writing to Analyze

**Context**

While there are many themes threaded throughout this year’s Pirate Read, *Evicted*, homelessness and poverty are obvious primary concerns covered in the text. Neither are new issues, and scores of organizations and individuals have put immense effort into raising awareness of these problems to promote positive change both globally and locally. Using images/graphics/visuals to encourage a desired audience response is increasingly important for crafting a rhetorically effective campaign capable of achieving those goals, and infographics have become an especially useful genre for this kind of humanitarian work.

**Task**

This project asks you to comparatively analyze the rhetorical strategies and effectiveness of two infographics that are both intended to raise awareness of homelessness **OR** poverty, such as two infographics that both raise awareness of child poverty in North Carolina. To render your analysis as valid as possible, you should stick not only to the same issue for both infographics, but also the same intended audience.

To successfully analyze both infographics, you may need to print or download them so you can view them often during this project. Your analysis should cover:

• The rhetorical situation

• Use of Ethos, Pathos, and Logos

• The infographic’s primary and secondary intended audiences

• The effectiveness of each

Remember, for this project you are NOT taking sides or arguing for or against the message though you may wish to verify questionable information sources! Your job is to rhetorically analyze the infographics and offer comparisons of specific qualities that either work in favor of the message and its potential reception, or against it. Determining the intended audience of the infographics is a crucial step in this process.

**Purpose**

The goal of this project is to help you develop as a writer through practicing critical awareness of rhetorical strategies. In working on this project you will 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 and made obvious to your instructor through your writing.

**Sources**

You will need a minimum of five 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 check out the Purdue OWL website. 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 1250 words and a maximum of 1500 words NOT including the reference page.

**Format**

Your entire essay should be APA format, in 12pt Times New Roman font.

**Important Due Dates**

9/20: Select 2 infographics, explain your reasons, describe factors & post to DB

9/26: Post outline on DB

9/28: Post a 2 page draft to DB

10/5: Post a 4 page draft to DB

10/6: Peer Review Day 1

10/11: Peer Review Day 2

10/13: Project 2 Due **with source material**