Morris

ENGL 1100-37

Project 2: Writing to Analyze

**Context**

Our experiences play critical roles in how we grow to understand the world around us and what parts we are expected to play in that world, and those experiences include what we learn from and how we engage with our favorite forms of media. The shows and movies you grew up watching helped shape your cultural reality, and helped you gauge appropriate the behaviors and beliefs of the society you were/are a member of. This process has not ended; the media you engage with today is still shaping your reality and the reality of those around you.

**Task**

This project asks you to analyze the rhetorical strategies and effectiveness of the messages conveyed in the pilot episode of your favorite television or web-based show.

To successfully analyze the show, you will need to watch it multiple times and consider:

• The rhetorical situation

• Use of Ethos, Pathos, and Logos

• The show’s primary and secondary audiences

• The overall effectiveness of the message(s) conveyed

Remember, for this project you are NOT taking sides or arguing for or against the message itself! You are also NOT offering your opinion of the show as a fan or of the show as a series. Your job is to rhetorically analyze the content of the pilot episode only, with special consideration of the specific qualities that either work in favor of the message(s), or against it/them. Determining the intended audience of the show 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 compositions.

**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 three 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 works cited page in MLA format. For more specific information on citing in MLA check out the Purdue OWL website.

**Length**

Your final essay should be 5-6 full pages.

**Format**

Your entire essay must be typed with 1” margins, in 12pt Times New Roman font. On every page after the first you should have a running header with your last name and page #s aligned right. At the top of your first page include:

First and Last Names

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**Important Due Dates**

2/16: Select & watch the pilot episode you want to analyze. Post a brief summary to DB.

2/18: Drafting Day: Brainstorming, Thesis, and introduction.

2/23: Locate 2 sources, post a brief summaries, statement of intent, & MLA citation to DB.

2/25: Peer Review Day 1.

3/02: Peer Review Day 2.

3/06: Project 2 Due, all rough drafts, peer reviews, notes, and source material with cover letter.