Ms. Butler

ENGL1100

**Project 1 (20%): Writing to Analyze**

**Due: Friday, October 14th** before class

For this Writing to AnalyzeAssignment, *analyze* the rhetorical strategies that are at work in a cover design for a book or DVD. Choose a recent book or movie and *analyze both the front and back cover.* Use your analytical skills to examine the ways in which text (the words) and the visuals (the images) work together to appeal to potential consumers of the product. As part of your analysis, give specific examples from the cover design to support your claims about the designers’ use of rhetorical strategies. Show how choices made in the cover design are intended to represent the product to a target audience.

*Advice:* Choose a visually interesting or engaging cover design—perhaps one that inspires or challenges you in some way.

In addition to analyzing the cover, incorporate **two to three outside sources** to provide context about the book or movie. These sources might be book/movie reviews of your particular book/movie or sources about cover and visual design in general.

**Audience:** Your audience for this paper will be the targeted audience or the movie/book that you choose. If you choose a movie targeted towards young men, you will directly address young men; if you choose a children’s movie, then please direct your paper to parents of these children.

**Length:** Your reflection should be the equivalent of 5 to 6 pages in MLA format and an additional Works Cited page for your 2-3 sources.

**Purpose:**

* To identify and explain how text (words) and visuals in cover designs are arranged and presented in certain ways to appeal to targeted audience members. In other words, to evaluate how designers of covers use rhetorical strategies to attempt to persuade consumers to purchase their products.
* To critically analyze and consider how writers respond to context, purpose, and audience.
* To construct an analytical academic essay that uses well-developed evidence and that integrates sources to support a thesis.

Upload your Writing to Analyze paper and cover letter to Assignments in Blackboard **before class on Friday, October 14th.** You will have time to write the cover letter in class the week that Project 2 is due.