Ms. Butler

ENGL1100

**Project 2 (20%): Writing to Analyze**

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

For this Writing to Analyze assignment, find a music video with *dynamic visual text*, or animated captions that appear on screen to reflect and reinforce the meaning of the song. You can choose an American Sign Language music video or another video with animated captions, including lyric videos.

*Advice:* Choose a visually interesting music video with especially engaging dynamic visual text. Select one that enlightens you, angers you, inspires you, or challenges you in some way. Include the video link in your paper!

Analyze the rhetorical strategies that are at work in the design of the music video and how the *animated captions* work with other elements on screen to convey the meaning of the song. Use your analytical skills to examine the ways in which text (the words), visuals (the images), and sound work together to capture the mood of the song. Describe how the actors in the video, the dynamic visual text, and the sound of the music combine to convey the message of the song to audiences. As part of your analysis, refer to specific moments in the video.

The animated captions in some lyric videos are designed creatively and sometimes randomly, so they may not perfectly express the mood of the song. With that in mind, your analysis should also discuss how well, or not well, the music video makes the lyrical meaning accessible to audiences. Consider how the designers create these captioned videos in response to their rhetorical situation and context (purpose, genre, audience).

**Audience:** You will choose the audience for your analytical paper. Your audience could be the targeted audience for the music video, and you could show them how the animated captions make the song more visually captivating for them. Or, your audience could be designers of the lyric video, and your thesis/analysis would show them how the lyrics fail to convey the meaning of the song.

**Images:** I strongly encourage you to take screenshots of the video and incorporate them in your paper when you refer to specific moments. Showing what you are discussing makes your analysis more accessible to your audience. You can also incorporate other images or videos as you see fit.

**Sources:** To support your analysis of the rhetorical strategies used in your music video, please integrate 2-3 outside sources (typically music reviews or sources on visual design and the like) to provide context about the music video, musician(s), or rhetorical situation.

**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.

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. If the cover letter is not submitted with the paper, 10 points will be deducted from the paper’s grade.