

Circulation Project

Major Project 3 (must be complete to pass the course)

Dates

Unit Runs from 4/4-4/22

Mini-proposal: 4/8

Draft Due: 4/15

Final Due: 4/22

Overview

Like the first two projects, this project asks you to choose and analyze a text. In this case, however, you will be tracing the circulation and rhetorical transformation of a text across multiple contexts. This project varies from our genre analysis project because it studies a particular text that shifts not an overall genre of texts.

This analysis is more open ended in both your choice of text and your choice to present your own analysis. You will be creating some form of visual map of your text and then creating your own variation.

Goals

This assignment will help you meet the following course goals

- Understand how persuasive visual and verbal texts are composed for different audiences and purposes
- Integrate primary research as appropriate for the rhetorical situation
- Compose texts in various media using solid logic, claims, evidence, creativity, and audience awareness

Steps

Step 1: Choose a text that has been widely circulated. This could be an image, a saying, a meme or a hashtag, or even a dance. Locate the *original text*. This may require some research. If you cannot find out where the text originated, choose a different artifact.

Step 2: Conduct research to find at least 10 variations of the original text for different audiences, modes, or contexts. For each example, determine the following:

- Location: Where did this text appear?
- Date: When is this text from?
- Media/Modes: What media and/or modes were used to create this text?
- Rhetorical Function: What is the purpose of this variation? Is it making a new argument? Is it satire? Promotion? Appropriation? Commercialization?
- Audience: Does the variation fit with the same discourse community or is it for a different audience?

(These categories are based on the Mapping Obama Hope piece we read).

Step 3: Determine how to map the variations you have found and present the information about them to an audience of your peers. Will you make a video? Write an essay with images? Create an interactive website? A timeline?

Step 4: Plan your own version of the text. How will you adapt it for a new location, time, media, rhetorical function and/or genre? **Propose your ideas by 4/8.**

Step 5: Create a storyboard, outline, or draft of your map and create your variation for review on 4/15.

Step 6: Write a rhetorical rational to go with your project. This will be turned in with your final draft and should be approximately 1-page explaining the following:

- How did you find this text and the variations? What research strategies did you use?
- How did you decide how to represent your findings? (Video, essay, etc.) Explain why you used the form you did for the final project.
- What do you see as the rhetorical situation (location, audience, rhetorical function) of your own version? Why did you create it this way.

Step 7: Review feedback and revise for 4/22. Include a revision letter to get full credit for revision!

Checklist To Be Complete

To be complete per the grading contract, you should be able to check off the following:

- Establish the original text. Research & cite it.
- Define the location, time, media, rhetorical function & audience for **10** variations.
- Create your own variation of the original text.
- Write a 1-page rhetorical rational that explains your choices in this project (see questions above).

If I consider any of the above missing, I will mark your project incomplete, and you will have 1-week to complete it.