

## Project 2: Embodied Rhetoric Visual Essay

Due 3/26/21

### Overview

Embodied rhetoric is a *purposeful* use of our physical experiences and knowledge in order to make meaning within a text (Knoblauch, 2012, p. 51). This project asks you to analyze an instance of or pattern of embodied rhetoric and write about it using visuals. You may create a photo or video essay or present another idea.

### Mini-Proposal (Activity on 3/11)

You will propose your idea for this project as an activity on 3/11 or attend a conference that week with me.

I'll need to know your topic, your plan for sources, and your plan for the final product form.

#### Ideas to Get You Started

- How have we embodied the world differently since COVID-19 or in working online?
- How does a specific dress code for work/school call for us to be embodied in certain ways?
- What does it mean to purposefully embody others through cosplay, re-enacting photos, etc.?
- How do we express particular identities (gender, race, etc.) through embodied rhetoric in particular settings?

### Sources & Visuals

You may use the readings from class or similar sources in this paper; however, formal academic sources are not required. However, you may need to use primary sources for your research in the form of particular artifacts. For example, if you were analyzing a dress code policy, you'd use the policy itself as a source and cite it.

Depending on your topic, you will either be creating your own visuals or finding visuals created by others. For example, if you wanted to re-create some family photos on your own, you could do that. If you wanted to analyze how a blogger re-creates poses by famous models, however, you'd use the blog visuals and cite them as a source.

You will let me know your plan for sources in your mini-proposal activity due on 3/11.

## Grading (20%)

Because this project gives you a lot of choice, I don't think it is fair to grade everyone on the same exact rubric or scale. Rather, I will grade your project holistically based on how well you do the following:

- Demonstrate an understanding of embodied rhetoric
- Use visuals to support your analysis
- Address the question or topic you proposed

I am happy to meet with you or look at a draft of your project at any time.