ENG 3080J
Writing & Rhetoric II

OHIO UNIVERSITY
1804

Writing Project 1 (WP1): Digital Analysis

Summary
For this assignment, you will be asked to break down the rhetorical, social, and multimodal content of a single digital text.

Basic Requirements
The first and final drafts should be a minimum of **1200 words** and must include visuals

Due Dates
- **First drafts** of WP1 are due on **Friday, September 18th**
- **Final drafts** of WP1 are due on **Monday, September 28th**

Learning Objectives
The purpose of WP1 is to build on learning in the following areas:
- Thinking critically about digital literacies
- Understanding literacies in context
- Exploring rhetorical and social aspects of digital literacies
- Exploring multimodality
- Using visuals and text in conjunction effectively

First Draft Basics
The basics are the minimum requirements for this assignment. First drafts will be scored on your understanding of the basics.

- Choose a single digital text. This might be a single blog post, a single tweet, a single YouTube video, or a single article on a website. Remember, you are focusing *only* on the one text, and not the whole site or other similar posts.
- Analyze the text rhetorically. Explore what the author means and how he or she conveys that meaning to his or her audience. Consider the logos, pathos, ethos, and kairos of the text. Consider how the text appeals to the audience.
- Analyze the text socially. How did the audience react to the post, and in what ways did they respond? How did the audience members want the author to react to their responses? How do you know? Did the author respond? If so, how and why?
- Analyze the multimodal aspects of the text. Because this is a digital text, there will probably be more than one "mode" of meaning. For example, there will likely be words, but also images, video, audio, links, and tags. How do these affordances change the text?
- Include an introduction that explains the context of the text (when it was posted, where, by whom, etc.), and a conclusion that evaluates the *effectiveness* of the text: do you think the author was successful in making his or her point? Why do you think so?
- Submit your first draft in Google Drive and share it with me and your peer revision group. Your file should be named with your name, your class, and the assignment (i.e. Malcolm Reynolds ENG 3080j WP1).

Final Draft Grading Criteria

Final drafts will be graded on a scale of A to F. Your grade will be based on the following criteria:

- **Focus:** You stay focused on a single digital text. You do not get off topic by discussing the site the post came from or the type of post it is.
- **Rhetorical analysis:** You break down the choices that the author made to make meaning for his or her audience. You mention the logos, pathos, ethos, and kairos of the text (if applicable). You explain how the text appeals to the audience.
- **Social analysis:** You break down the audience's reaction to the text. You explain what the audience tried to convey to the author. You explain the author's reaction to the audience responses (if applicable).
- **Multimodal analysis:** You break down the various "modes" that the text uses to make meaning: spoken words, written text, video, audio, images, links, tags, etc. You explain the affordances of these modes, and how they do or do not improve the text.
- **Introduction:** You have a clear introduction that explains the context of the text, including when it was posted, where it was posted, who the author is, and so on.
- **Conclusion:** You have a clear conclusion that evaluates the effectiveness of the text. You explain why the author was or was not successful in reaching his or her audience.
- **Visuals:** You include appropriate visuals that help explain your text, such as screen captures of the original text and of audience responses. These visuals are referenced in the text and explained.
- **Attention to assignment:** Your final draft meets the word count, is shared in Google Drive, and is appropriately named.
- **Manuscript preparation:** You have changed your first draft based on my suggestions and those of your peers. Main suggestions are not ignored, and small changes are not made when large changes are necessary.

Grading
- A: You meet or exceed expectations for all 9 criteria. You may have minor problems in a single criterion.
- B: You have minor problems for more than 1 criterion. You have no major problems for any criteria.
- C: You have a major problem for at least 1 criterion or minor problems for more than half of the criteria.
- D: You have major problems for more than 3 criteria and do not meet the basic expectations for the assignment.
- F: You have major problems for more than half of the criteria and fall well below the basic expectations for the assignment.