ENG 3850
Writing about Culture & Society

OHIO UNIVERSITY
1804

Analysis Project
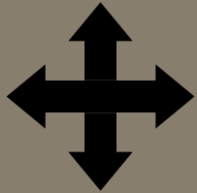
Our discussions and applications have been preparing you with the tools to do an in-depth analysis of a pop culture text. Now, we're going to test out what you've learned. Choose a single pop culture text, such as a movie, TV episode, song, or video game. Then, break down the ways it's making meaning. Consider the ways it presents race, gender, and sexuality, as well as the ways it reinforces or subverts dominant norms in culture. Possible other areas to analyze include globalization, distraction, and consciousness raising. You will present your analysis to the class.

Learning Objectives

- To apply cultural analysis to a pop culture texts
- To make and support claims through evidence found in the text
- To make meaning using multiple modes of communication
- To consider how pop culture influences social structures

Due Dates

- Proposals: October 29th
- First Drafts: November 21st
- Final Drafts: December 5th
- Presentations: December 3rd and 5th

Submission

- Please submit all content in a shared folder in Google Drive
- Please name all documents with your name, the class, and the assignment (e.g. "Malcolm Reynolds ENG 3850 Analysis Project First Draft")
- Submit text documents as Google Docs (not Word docs or PDFs).
- Submit multimodal documents either by uploading files into your Google Drive folder or by placing links in a Google Doc

Content Requirements

- First and final drafts should be 2000 words or the multimodal equivalent
- All projects must use at least five pieces of media, such as videos, images, or links

Multimodal Content

You are welcome to do this project either as a traditional paper or as a fully multimodal text, such as a video, podcast, or website. If you do use a traditional paper format, you are still required to embed or link to outside media, such as video or audio clips, images, or articles. These should be used mindfully and incorporated into the document carefully.

Incorporating Media

When incorporating media, please follow these three guidelines:

- Does the media help us understand points in your critique? If the answer is no, find different media. For example, if you're analyzing a song, an image of the singer probably will not help us understand the text. Instead, try to include audio clips of the song you're analyzing.
- Is the media placed strategically within the critique? You want to control when your readers look at the content. For example, if you want to show a screen capture of a moment from the movie, you should include the image near where you're analyzing that scene. This will allow your reader to understand what they are seeing.
- Is the media referenced in the text? Your reader should know what you want them to notice about media included. Try to guide them to the aspect of the media that you think is important. You can do this in the body of the text (e.g. "As you can see in the image to the right…") or you can do this by adding a caption that explains what to look for.

Additional media tips:

- To add an image to a Google Drive document, simply drag the image into the document. You can resize the image, change its position, and add captions.
- Please anchor links. I should not see the URL in the body of the text. Instead, select the words you want to link, right click, and select "link" to anchor the URL to your selected text. If you've done this correctly, it should look [like this](#).
- Videos and audio cannot be directly incorporated into a Google Drive document. Instead, you can post a link to this content.

The Analysis

This project is an analysis. In other words, you'll be trying to break down the content to help readers better understand the text and get at deeper meanings. It is *not* a summary, and it is *not* a review. You do not need to retell the story of the text, nor are you telling readers if the text is good or bad. Here are a few tips to help you get to a better analysis:

- Focus on an area of the text: is there one thing or a small group of things that you noticed about the text that are unusual? If so, focus in on them. For example, the movie *Fight Club* focuses on male friendship as unemotional and even harmful. That can be your focus of the text. Jumping to several topics often leads to a disjointed analysis.
- Find representative examples that help you to make your points. Once you have found a focus, find several examples that are representative of what you want to discuss. Explain those examples in detail and explain how they represent your larger point.
- Connect your analysis to other texts, either from the class or from other things you've read. How is your text representative of the analytical articles we've read? How is it similar to pop culture texts we've consumed and discussed?
- Summary should be *in service of* the analysis. You should only describe parts of your text when they are helping you make a point.

The Presentation

This presentation for the analysis will also be a short one: no more than 5 minutes. During your presentation, you will provide a simple overview of the focus of your project, and then provide one or two examples that demonstrate your point. There will be a short time for questions at the end. I encourage you to have presentation software to help you keep your presentation concise and to have your media cued up and ready to go.

Grading

The following criteria will be used to grade your final drafts, including the presentation. First drafts and proposals will be graded only on completion.

Expectations	Exceeded	Met	Not Met
Focus	You have a clear thematic focus for your analysis that ties together the whole project. It's presented early on the project, and you stick to the focus throughout.	You have a clear thematic focus for your analysis. It's presented clearly early in the project.	You do not have a clear focus for your analysis.
Examples	You provide clear examples that help readers to understand the focus better.	You provide clear examples that connect directly to your focus.	You do not provide examples, or the examples are not clearly tied to the focus.
Analysis of Examples	You explain the examples clearly and use them to help make the argument for your focus.	You explain the examples clearly and break down how they relate to your focus.	You do not explain the examples clearly.
Media Use	You embed or link to media that helps to illuminate your examples. You use more than five pieces of media.	You embed or link to media that directly relates to your examples. You use at least five pieces of media.	You use fewer than five pieces of media or do not relate them to your examples.
Media Bonus	You have created a text other than a traditional paper to do your analysis.	You have incorporated media into a traditional paper.	You have not incorporated media into your project.

Grading (Continued)

Expectations	Exceeded	Met	Not Met
Summary	Summary is used judiciously and only used to explain examples. It is incorporated well.	Summary is used judiciously only to explain examples.	Summary is used in ways unrelated to examples.
Organization and Attention to Assignment	You have organized your content is a way that helps readers to understand your points and you meet the length requirement for the assignment.	You have organized your content in a reasonable way and meet the length requirement for the assignment.	Your project is hard to follow, or you do not meet the length requirement for the assignment.
Presentation Preparation	Your presentation was clear, well-practiced, and organized. You used software to emphasize points and guide the audience.	Your presentation was clear and well-practiced.	Your presentation was unclear or did not appear to be practiced.
Presentation Content	You have chosen examples well and explain them clearly.	You have chosen examples and relate them to your focus.	You have not used examples that clearly relate to your focus or do not explain them well.
Presentation Questions	You answered questions clearly and concisely, and you asked at least two other people one question each.	You answered questions well, and you asked at least one other person a question.	You did not answer questions well, or you did not ask another person a question.

Your grade for the Analysis Project will be determined by how well you meet the above criteria.

A   You exceed the expectations for more than seven of the criteria. All others are met.
B   You exceed the expectations for two to six of the criteria. All others are met.
C   You meet the expectations for all of the criteria.
D   You do not meet the expectations for one to three of the criteria. All others are met.
F   You do not meet the expectations for more than three of the criteria.