

ENG 3850

Writing about Culture & Society



Group Prosumer Project



Part of understanding pop culture is understanding the choices that go into making pop culture texts. For this

assignment, you and 2-3 of your peers will work together to create your own pop culture text. What you create is entirely up to you! It could be a video, a song, a website, a comic book, a game, or whatever you'd like. You'll propose your text to me, create it using the guidelines you've set up, and then write a short reflection explaining the choices you made when making your text. Your final project will be presented to the class.

Learning Objectives

- To become a “prosumer,” a producer as well as a consumer of pop culture
- To create pop culture texts
- To reflect on and analyze the creation of pop culture texts
- To use various communication modes
- To work within a team

The Proposal

You will begin this project by writing up a proposal of what you intend to make. This should detail three things about your text: what it will be, roughly how long it will be, and where you will post it. You should also give a detailed account of the steps you'll need to take to create the text and which group members will be responsible for each step as well as due dates for when each member will have their parts created by. This should be clear and detailed. The proposal will be graded solely on completion.

Due Dates

- Proposals: September 26th
- First Drafts: October 10th
- Final Drafts: October 15th
- Presentations: October 15th

Submission

- Please submit all content in a shared folder in Google Drive
- Please name all documents with your group members' names, the class, and the assignment (e.g. “Malcolm Reynolds, Jayne Cobb, and River Tam ENG 3850 Group Prosumer 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

- Pop culture texts have no limits in terms of length and content
- Proposals and reflections must be at least 1000 words or the multimodal equivalent

The Text Itself

Each pop culture text will be very different in terms of length, content, and audience. Your only stipulation is that you follow the rules you've made for yourself in your proposal. Any changes to the proposal must be approved by me *in advance*. Please note that all texts must be at least semi-public: some people outside of the class must be able to view your text.

The Reflection

The reflection is an opportunity to carefully think about how texts are made. This is a critical part of the assignment, as reflection helps us to understand pop culture texts. In your reflection, I want you to clearly answer the following questions:

- Why did you create this text? What was the purpose you wanted to achieve?
- Why did you choose to make the content in the way you did? For example, why did you choose to make the form you did, why did you choose to edit in the way you did, and why did you make specific choices in your editing and creation?
- Who did you want to see this text? Why?
- How did you appeal to that audience? Give specifics.
- Why did you choose to post in the forum that you did?

Any choices you made as part of the creation of your text are fair game to include as part of your reflection.

The Group Evaluation

After you have submitted your final draft, each member of your group should email me individually (rpshepherd@gmail.com). In your email, list all members of your group, what they did to help the project, and the approximate percentage of the work they did. The totals should equal 100% when all group members are added together. For example:

- Malcolm Reynolds: I wrote the script for our video and starred in it. I helped River record it. I think I did about 35% of the work for the group.
- Jayne Cobb: Jayne wrote the reflection with River, but he did not show up on recording day. I think Jayne did about 10% of the work for the group.
- River Tam: River recorded the video, edited it, and helped to write the reflection. She definitely did the most. I think she did about 55% of the work.

The Presentation

The presentations for the Group Prosumer Project will be short and simple. Your group will have no more than 5 minutes to present. In that time, you should show a sample of what you've created (not the whole thing), explain why you made it, and explain what you did to make it effective. After your presentation, there will be a few minutes for questions from me or your peers in the class.

Grading

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

Expectations	Exceeded	Met	Not Met
Meeting Goals	You have exceeded the guidelines set out in your proposal.	You have created your text according to the guidelines set out in your proposal.	You have not met the guidelines set out in your proposal.
Form	The form of your text enhances the content.	The form of your text matches the content.	The form of your text does not match the content.
Editing	Your project looks professional. Audience members might not recognize it as a class project.	Your project looks similar to other versions of the type of text you're creating.	Your project looks very unprofessional compared to other versions of the type of text you're creating.
Audience Reach	You have reached a real audience.	You have made an effort to reach an audience.	You have not made an effort to reach an audience.
Text Creation	Your reflection offers a clear exigency for making this text.	Your reflection details why you made this text.	Your reflection does not clearly explain why you made this text.
Choices	Your reflection offers clear and compelling reasons for the choices you made in creation and editing.	Your reflection explains the choices you made in creation and editing.	Your reflection does not clearly explain the choices you made in creation and editing.
Audience Choice	Your reflection offers clear reasons for the audience chosen and compelling methods to reach that audience.	Your reflection explains who you were trying to reach and how you tried to reach them.	Your reflection does not clearly explain who you were trying to reach and how you tried to reach them.
Forum Choice	Your reflection gives clear and compelling reasons for choosing the forum that you did.	Your reflection explains why you chose to post in the past you did.	Your reflection does not clearly explain why you chose to post in the forum that you did.
Group Member Evaluation	You submitted an evaluation and got a positive response from your peers.	You submitted an evaluation and got a neutral response from your peers.	You did not submit an evaluation or got a negative response from your peers.

Grading (Continued)

Expectations	Exceeded	Met	Not Met
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 sample content well and offered clear and concise reflections on your choices in creation and editing.	You have chosen sample content well and reflected on your choices in creation.	You have not chosen sample content well or have not reflected on choices in creation.
Presentation Questions	Your group answered questions clearly and concisely, and you asked at least two other groups one question each.	Your group answered questions well, and you asked at least one other group a question.	Your group did not answer questions well, or you did not ask another group a question.

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

- A You exceed the expectations for more than eight of the criteria. All others are met.
- B You exceed the expectations for two to seven 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.