ENG 1900-05: Advanced Strategies of Rhetoric and Research

Media Research (Statement of Purpose Prep)

In class, we will discuss various modes of media to prepare you for the multimodal project and how to think about media more analytically. For your Statement of Purpose (discussed below), you are required to propose and discuss **two potential forms of text** that you're considering for your multimodal project, so you'll need to first learn more about the modes you're considering to make an informed decision about your potential text.

Find two readings on two modes of media of your choice (see below for suggestions on modes of media, though you aren't limited to that list). Find a piece of research (popular or scholarly) that talks about, gives tips on, or analyzes the production of mode of media X (presentations, fundraisers, videos, etc.). Your goal for those readings should be to gain a better understanding of those media to help you 1) determine if that medium will be effective for your project and 2) prepare you for some of the work you'll need to do to design in that medium. For example, reading up on podcast practices will likely help me realize that writing for audio should use short, clear sentences.

Questions to Consider

- What are the expectations for that type of media? What does the audience for that text expect to see/find? What common practices should I know and/or follow?
- What are the mechanics of production? What does it take to make X? What are the steps or stages?
- What are the design requirements (recommended number of graphics, color choices, font styles, …)? What does an X usually look/sound like?
- What type of reach does the mode have? How accessible is the mode to your audience?
- What are the merits/benefits of the mode? What are the detriments? What does the mode do well and what does it do ineffectively? What are it's limitations?
- Can I/where can I find the materials or equipment to make X? What websites or tools can help?

Potential Modes of Media: video (commercial, PSA, how-to), audio (music, podcast, radio commercial), short article (blog, Twitter thread or hashtag campaign, Facebook post, memo, e-mail, letter), poster/flyer, infographic, billboard, T-shirt, brochure, photography/art/found object display, graphic story/storyboard, presentation*, …. See remediatethis.com/student/index.html for ideas.

* Important question: do *you* find presentations engaging and fabulous? Do you want to inflict them on others? See more on presentations and presentation restrictions in the Statement of Purposes description below before selecting this mode.

Key Points Checklist

- Keep in mind: your Statement of Purpose must propose two possible forms of text
  - Find a reading that answers some of your questions about the mode of text 1
    - Read it, take notes, and identify key ideas to discuss with your group
    - Cite the article and bring your notes for class discussion
  - Repeat for a second potential mode

Course Learning Outcomes These Activities Meet

#1. [Think on how to] *Write* and *design* persuasive messages for specific purposes, audiences, and contexts
#2. *Analyze* messages and arguments using a sophisticated rhetorical vocabulary.
#3. *Summarize*, *paraphrase,* and *quote* appropriate research sources accurately and fairly.
#5. *Cite* sources correctly according to the conventions of the chosen style (APA or MLA).

Statement of Purpose

In this project, you'll be thinking forward to the final multimodal assignment. Through the *dissoi logoi*, you've explored the major issues of your topic, without arguing for one view over another. You've learned through your research a range of stakeholders and perspectives that grant you a holistic view of the issue, not just one side. You've

learned from your media exploration potential ways to communicate messages. You should now be prepared to start developing a claim about your issue and to propose (through an effective medium) a change, one that argues for a specific action (remember: "awareness" is not sufficient). That claim and your plans for how to propose that change will be presented as a **Statement of Purpose (SoP)**.

THE ASSIGNMENT: formulate a clear sense of the argument you want to make and the direction you want to take in your multimodal project (MM), including your sense of your project's purpose, audience, context, and text (PACT). For this statement, identify the following:

- ***Thesis and Argument*:** clearly articulate the point that you've decided upon for the MM and draft a thesis statement that makes a specific claim. What point are you making and why?
- ***Purpose*:** what do you want to accomplish by that point? What do you want to see changed? What action do you want people to take? What habits or changes should people begin to develop?
    - ***Your change should be actionable!*** Unfortunately, it's not possible to solve all problems (like eradicating homelessness), but you *can* make change on a local level to help those issues. What's an accomplishable purpose?
- ***Audience*:** who is invested in this issue? What **exact** group do you need to target to enact your change/solution? For reasonable, enactable change, identify the stakeholders who make decisions or can make things happen: what are their needs, values, and attitudes? What forms of appeals (pathos, ethos, logos) will resonate with them? This audience will be the target of your text (multimodal project). Make sure this target is specific (not college students but SLU students; not business owners but business owners on Delmar).
    - Incorporate information you learned from your **STAKEHOLDER INTERVIEW**. Note: your target audience and interviewed stakeholder might be different (example: I interviewed a chiropractor when my target audience to make change will actually be tattoo artists). That's okay! If your interview was with an **affected** stakeholder (as opposed to the **target** of your text), use what you learned from the interview to be sure your stakeholder's views are seen/heard by that target. What did my chiropractor show or tell me that I can use to appeal more effectively to my tattoo artist?
- ***Context:*** what is the current situation, based on your experiences and initial research? What's going on in the local area that you need to consider to convey your message and reach your specific audience? What local concerns do you need to know? Do the local public and the stakeholders already have opinions on the issue? If so, what are their opinions and what are the arguments for those opinions? Why do you need to advocate for the issue **now**? How have the arguments/opinions changed? Are they still changing?
- ***Text*:** propose **two** potential forms of text (one will become your multimodal project) to reach your target audience and enact the change for which your thesis/purpose aims. Explore the practical components of those two texts, the merits, and the detriments. For example, I might create a poster campaign (text 1) or a short video (text 2). What are the benefits and challenges I would encounter for text 1? What about text 2? After you've discussed both possibilities, indicate which one you're leaning toward and explain **why** that text is best suited to reach your target audience or depict your affected stakeholder.

TIP: those items are listed in standard PACT order, but I strongly encourage you to write your draft going backwards (TCAP). Start with the potential text you're considering and then work through CAP and then thesis, because the text you choose can drastically change what you say, how you say it, and who you say it to.

A WORD ON PRESENTATIONS & INAPPROPRIATE MODES: as I mentioned in the media analysis description (above), you might be tempted to choose presentation as a text. If you feel that temptation, pause a moment and ask yourself some important questions: do *you* like to watch presentations? Does the world? Where precisely would you be giving this presentation? At what sort of event or within what context? If a presentation is ***truly*** the most appropriate text for your point and audience, then okay—but you have some extra work to do. That presentation needs to be awesome, *and* it needs to be paired with some sort of advertising/promotion to raise awareness for the event

(presentations don't spring from the ether; they have to have people invited and drawn to attend them). Anything less will not be acceptable, so make sure you only choose presentation as an option if you're prepared to go the distance. Otherwise, I have veto power on your text (multimodal project format). You may be asked to revise and resubmit your SoP if your text is not suitable to your PACT analysis. If you have any hesitations before submitting the assignment, please talk to me!

Other Details

- **Length**: Explore thesis + PACT in a **750+ word** discussion.
- **Research**: Incorporate relevant research pertinent to your purpose, audience, and context. You may use elements of your research journal entries, your *dissoi logoi* (if applicable), and your research on modes of media. Use research appropriate to state your case and support your choices.
- **Citations**: Include a citation list and in-text citations for sources used.

Key Points Checklist

- State your thesis and PACT suggestions for your multimodal project
- Include two potential text options
- Cite any sources used, in-text and end list

Course Learning Outcomes This Assignment Meets

#1. *Write* and *design* persuasive messages for specific purposes, audiences, and contexts.
#3. *Summarize*, *paraphrase,* and *quote* appropriate research sources accurately and fairly (research used).
#4. *Evaluate* student's own compositions and rhetorical choices (text).
#5. *Cite* sources correctly according to the conventions of the chosen style (APA or MLA) (research used).

Statement of Purpose Rubric: 10 points total				
	A/2	**B/1.7**	**C/1.5**	**D/1.25**
Thesis	Thesis makes an effective and insightful point about the issue and necessary change; it is also directly tied to the PACT analysis.	Thesis makes an adequate and interesting point about the issue and necessary change; it is also suitable to the PACT analysis.	Thesis makes a vague but potentially interesting point about the issue and change; it needs stronger connection to the PACT analysis (or the PACT analysis needs revision to suit the thesis).	Thesis makes an unclear and uninspired point about the issue and change; it needs connection to the PACT analysis (or the PACT analysis needs revision to suit the thesis).
Purpose	Goals for the project are clearly stated and demonstrate a thorough understanding of what the thesis hopes to achieve. Proposed change is clearly enactable.	Goals for the project are stated and demonstrate an adequate understanding of what the thesis hopes to achieve. Proposed change is mostly enactable.	Goals for the project needs clarification and only partially demonstrate an understanding of what the thesis hopes to achieve. Proposed change is not quite enactable.	Goals for the project need significant clarification and don't demonstrate an understanding of what the thesis hopes to achieve. Proposed change is not enactable.
Audience	Target audience is effectively specific, narrow, and local. Their interests and values are insightfully considered in relation to the thesis and other PACT elements.	Target audience is mostly specific, narrow, and local. Their interests and values are adequately considered in relation to the thesis and other PACT elements.	Target audience needs to be more specific, narrow, or local. Their interests and values are not fully considered in relation to the thesis and other PACT elements.	Target audience is too broad, unclear, or universal. Their interests and values are not considered in relation to the thesis and other PACT elements.
Context	The current situation and status of the issue is discussed effectively, and awareness of these	The current situation and status of the issue is discussed adequately, and awareness of these contexts	The current situation and status of the issue needs to be discussed in a little more detail, and awareness of these contexts	The current situation and status of the issue is unclear, and awareness of these contexts isn't tied

	contexts have clearly impacted other elements of the PACT analysis.	have made an impact on other elements of the PACT analysis.	need stronger connection with other elements of the PACT analysis.	with other elements of the PACT analysis.
Texts	Text options are examined effectively, thoroughly, and carefully. Both text options are insightful and show awareness of the mode's boundaries and the student's thesis.	Text options are examined adequately. One text option is appropriate to the issue and shows awareness of the mode's boundaries and the student's thesis, though the other may need improvement.	Text options are examined with not quite enough attention to detail. Text options are not quite appropriate to the issue and or don't account for the mode's boundaries and the student's thesis and will need some revision.	Text options are not examined with attention to detail or awareness of the mode's boundaries and the student's thesis. Text options are not appropriate to the issue and will need considerable rethinking.