

### Project 3: Multimodal Research Paper (6-8 pages)

This final project is the culmination of our semester-long quest to understand social media and remixing as an important new element of contemporary culture. In our first project, we attempted to make an argument about the impact social media has had in our lives. For project two, we inquired the value of memes as arguments. Now, we will aim to make an intervention in the very culture we've been studying. As Belshaw argues, it's not enough to simply observe this new media—we have to actively participate in this community, and help shape it in valuable and socially-significant ways.

This project is “multimodal”—it will ask you to write a traditional research paper while also producing and presenting your own memes. In order to do that, you will prepare:

- 1) A proposal outlining the topic, argument, audience, and goals of your new memes;
- 2) A presentation showing the class at least one of your memes and explaining the context and research behind your project;
- 3) A paper that draws on academic research on your selected topic to provide the theoretical framework for your memes; and
- 4) Three memes using either existing tropes (like our samples from Project 2) or making up a new visual theme using (copyright-free) images of your choice

In your paper, you will provide a well-researched, well-organized, persuasive argument about the kind of social/cultural intervention your Meme hopes to make. **Your paper should follow the format below:**

INTRODUCTION (app. 1-2 pages): Provide the background and context for your topic and introduce your memes (including their argument and purpose).

LITERATURE REVIEW (app. 3 pages): Synthesize debates on your topic using three academic sources

“YOUR ORIGINAL MEME’S TITLE” (app. 2-3 pages): Revise your proposal to describe your meme’s argument, target audience, use of visuals, recurring tag lines, and goals. Describe the three memes you have created in detail.

DISCUSSION (app. 1-2 pages): Discuss your expectations following the publication of your memes. How do you expect readers will react? What other kinds of memes do you hope might be produced (on your topic or other important topics)? How can others follow on your footsteps and continue to address other issues within your topic? Ultimately, what kinds of conversations do you hope your memes will encourage?

A significant portion of your grade will be devoted to the level of dedication, effort, and detail of the Memes themselves, so get creative! We will learn in class how and where to build memes, as well as what sources to use for different kinds of academic research.