

## Public Argument 25%

**Objective:** The objective of this assignment is to show rhetorical awareness (Unit 1) and to use your academic research (Unit 2) by creating a Public Argument in the form of a blog. Blogs are a platform for communication with the potential to affect a wide audience. While you may decide to make your speaker and audience different than yourself and your classmates, the blog should still reflect a personal opinion that you expressed at the end of the last essay.

**Assignment:** The Public Argument consists of a few assignments with different due dates. This is a short unit, so it'll be up to you to keep up with the timeline (you may want to write one for yourself although I will not ask you to submit one).

1. **Blog & Blog Reflection:** Due to D2L Dropbox by 4/12 \_\_\_\_\_/ 10%

### Blog

- Create a new blog in Wordpress, include a link to it in your Blog Reflection. Your aim is to create a public argument on the topic of your Unit 2 essay in an authentic way. It should include (at least) three blog posts, of a reasonable length for a blog (minimum two paragraphs). Your blog will be graded on your posts and your thoughtful use of blog features to meet your rhetorical situation. In the Blog Reflection, you'll explain your use of blog features, and in your Speaker & Purpose Analysis and Audience Analysis assignments you'll establish your blog's rhetorical situation.

### Blog Reflection

- You will write a two-page reflection about your use of blog features. How is this blog making specific choices to address speaker, purpose, and audience? For example, are you allowing your readers to post comments directly, or will you review them first before allowing them to be posted to your blog? Discuss at least four blog features (example: Feedback), give examples and analyzing them.

2. **Blog Presentations** 4/12, 4/15, 4/17 \_\_\_\_\_/5%

- You will briefly present (about 5 minutes, with 1-2 minutes for questions) your blog to the class, giving a quick summary of your posts and explaining the reasoning behind your rhetorical choices. Unlike the creation of your blog, this will be an 'artificial' situation, but it will give you the chance to work on public speaking in a comfortable setting as preparation for your future courses.

3. **Speaker & Purpose Analysis:** Due to D2L Dropbox by 4/12 (you can turn this in starting Monday, 4/8) \_\_\_\_\_/ 5%

- You will write a one-page analysis of your blog's creator. This can overlap with information from your blog's 'About' page, describing the person/people or organization who sponsored your blog. You can stay in a 'real-life' mode, and describe yourself as the blog's creator, or you can choose to adopt the persona of a fake person/organization. In either case, you should address the speaker, his/her/their motives, and the what he/she/they hope to achieve with the blog

(purpose). For example, do you want your audience to take a specific action after reading your blog?

4. **Audience Analysis:** Due to D2L Dropbox by 4/12 (you can turn this in starting Monday, 4/8) \_\_\_\_\_ / 5%

- You will write a one-page analysis of your blog's audience. You can stay in a 'real-life' mode, and describe our class as your blog's audience, or you can choose a different audience or community that you hope to reach (for example: gamers). In either case, you should address the audience, their values and concerns. Also, provide information about demographic factors such as their age/gender/nationality(ies), and any other factors which are important to how they perceive your blog (such as occupation, or recent events in society which might have impacted them).

**Some blog features to consider (see the 'Analyzing Blogs' handout):**

Feedback

Information About the Author ('About Us' or "Mission" page)

Layout/Format

Message (of your 3 posts)

Tags & Categories

Links

Language (word choice)

Other blog features?