

Paper #3: Recast Project & Essay

In this **Multimodal Choice Project**, you are asked to take the idea that drives your research paper and **reimagine it for a new context and audience**. In particular, we ask you to craft your project in such a way that it can be **taken “public”**—that is, it can be distributed to an audience beyond this class. We have discussed many genres throughout the course, designed to reach many different kinds of audiences (think music videos, advertisements, TED Talks, newspaper articles, podcasts, etc.). Since our research essay **focuses on advocacy**, your Recast should do something similar in those regards.

1. PROJECT

You will recast your paper into a new genre.

The parameters of this assignment are deliberately broad: I want you to have the freedom to create a project that fits with your own interests and goals. You are **NOT** limited to these, but some potential suggestions are:

- to create a blog or other website
- podcast
- Infographic (you can use free sites like [Canva](#) for this)
- Comic, animation, or other form of artwork
- children’s book
- TikTok, Instagram page, or other social media campaign
- slam poetry/song/music
- Letter to congress/school board/etc.

I am open to any suggestions you have, but remember your new genre must be relevant to your research topic and audience. **In other words, if your audience is not regularly on Tik Tok, you should not be making a Tik Tok.**

Because such different formats are available, there is no universal length requirement or source-use requirement. **Instead, I will evaluate your work here based on how well your product achieves your advocacy goals and how well it meets the typical conventions of the genre you have chosen.** For example, if you make a podcast and read your research essay verbatim, that is not following the rules of the podcast genre.

2. ESSAY

You will write a 2-page essay (approx. 500 - 700 words) that describes your project to your reader/viewer.

This essay should explain the project enough so that any reader/viewer has no questions about the content of the project and what the theme/meaning of the project is conveying.

Your brief essay will describe:

- 1.) **the audience** for your recast and why your recasted genre **is fitting for the audience**
- 2.) **the rhetorical choices** you made and **why** (what audience appeal did you use? How did you pick and choose which content to include from your research paper? What information did you choose to add, if any, and why?)
- 3.) **the goal:** What do you hope to accomplish with your project? How are you successfully replicating the advocacy mentioned in your original research essay?.

3. PRESENTATION

You will present your project to the class in the final week of class (Nov. 29 and Dec. 1)

In your presentation, you will explain to the class:

- 1.) The topic of your project
- 2.) What genre you recast into and why
- 3.) The rhetorical strategies you used

**We'll discuss this requirement further in class*