

**PROJECT #1: VISUAL ANALYSIS****DUE:** 24 FEB 2019 by 11:59PM**LENGTH:** 700-1000 Words**SUBMISSION METHOD:** Upload to folder in iCollege**FILE NAME:** LASTNAME\_P1.DOC**FILE FORMAT:** .doc or .docx (Word document only; export if necessary)***100 points possible***

**What:** Rhetorical analysis is a way of understanding and interpreting “texts” by examining the components of their construction. For this essay, you will choose **a music video** to analyze, considering its rhetorical situation and how the different elements of the video work together to try to make its audience do, think, or feel something. Your goal is to construct a thesis based on your interpretation of the work, using specific aspects of the text to support your conclusions.

**Why:** We live in visually-dominant society. Most of the texts we consume are visual in nature, and much of what we read is accompanied by images. These images are rarely neutral, and often contain implicit arguments connected to specific cultural contexts.

By analyzing a video, you will develop your visual literacy and critical thinking skills. You will also gain a deeper understanding of the ways different modes of composition can advance arguments. As you become more adept at conducting analyses, you will find that you can apply the skill to a range of texts, both in and out of school.

**How:** Begin by selecting a music video. Make sure it is NOT a live performance—it needs to be an official artist video (not a fanvid or excerpt from a film) that has some kind of narrative structure. Send the instructor an email to check the video you are proposing to analyze **before** you begin work. Next, consider:

- The **rhetorical situation** of the work, including the author, audience, purpose, context, tone, genre, design, constraints, and exigence
- The rhetorical **strategies**, or how the work is composed to produce a specific effect (use of lyrics, color, shape, lighting, set design, contrasts, etc.). None of it is by accident!
- The rhetorical **appeals** (ethos/pathos/logos) used, or the ways the combination of images and lyrics seek to engage the audience
- You will need to also consider how the lyrics influence the meaning and how they interact with the visual images. Do the visuals go along with the words? Do they contrast them? What’s the connection? Why do you think the director/ artist chose the visual strategies they did?

After you’ve considered these aspects, think about how the appeals and strategies used in the video are connected to its rhetorical situation. Also ask yourself how the rhetorical strategies you’ve identified enable particular appeals.

Once you’ve done this, you’ll be ready to compose a thesis that argues your interpretation (i.e. a particular way of viewing the work) based on the choices made in its construction. As you compose your essay, you’ll also want to think about what the rhetorical moves made in this image say about the larger contexts and concerns surrounding it.

Helpful tactics to consider:

- Make a statement about the effectiveness and power of the images/ lyrics
- Support that statement with evidence from the video itself
- Consider other potential viewpoints and attitudes about the video—and then refute them

**Requirements:**

- An approved image/ video to work with (email me your proposed video before you begin work on the project)
- A thesis that argues for a specific interpretation of the work based on detailed supporting examples from the piece itself
- A coherent organizational structure that supports your thesis
- A clear connection between your way of viewing this work and its context
- A strong sense of audience
- A citation for the image in a works cited page
- Thorough proofreading and MLA formatting

**WHEN:** Draft due *in class* for peer-review **19 FEB 2019**  
 Revised draft due **on iCollege SUN 24 FEB 2019 BY 11:59PM**

**GRADING RUBRIC:**

	<b>Absent/Beginning (1)</b>	<b>Developing (2)</b>	<b>Competent/ Adequate (3)</b>	<b>Advanced/ Sophisticated (4)</b>
Thesis is specific, arguable, and is situated correctly				
Essay clearly establishes criteria for evaluation of the film				
Essay has coherent organizational structure with topic sentences/paragraphs developed to support thesis				
Essay displays a strong awareness of purpose and audience				
Evidence from piece is included and is compelling, credible, accurate, and current				
MLA 8 <sup>th</sup> ed. format is followed for essay format and Works Cited page				
Grammar/ Mechanics (correctness and proofreading)				
			<b>TOTAL</b>	<b>Out of 28</b>