

# Rhetorical Technalysis

## community discursive technology analysis

first draft due 20 September :: final draft due by 5p, 27 September

### assignment\_\_

In this, your first rhetorical analysis project, you will select a community (or organization) in order to **analyze** and **evaluate** how that community deploys emergent technologies in their public discourse. Remember from our discussions in week 1 that emergent technologies are web 2.0 technologies: social platforms like Twitter, Facebook, and MySpace; collaborative networks like Google Docs, del.icio.us, various blogs, or Yahoo! Answers; or interactive technologies such as interactive TV, GPS proximity features on smart phones, or consumer generated media.

The purpose of this assignment is for you to **inquire** into and **analyze** writings (or compositions) within public forums and to use this inquiry and analysis to **frame** (or explain) rhetorical actions. For example, does the community have a website? Are there online petitions for a cause? Do they promote a particular point of view using brochures, pamphlets, posters, or other media? Other examples of public discourse might include menus, patient medical forms, complaint letters, and so forth. **Consider** how this community or organization uses emergent technologies to disseminate these public discourses.

Your rhetorical analysis should **examine** both the community (*who are they? who is their audience? what is their mission or goal? where do they get their financial support? etc.*) as well as **analyze** their use of emergent technologies (*do their choices for deploying different emergent technologies match up with their audience, purpose, and so forth?*) You will want to **explain** or **describe** how various discourses and technologies reflect and reinforce the values and beliefs of these public cultures (or fail to).

In short, you will select a community or organization, identify what the community or organization is trying to accomplish, and identify and analyze the choices and strategies the community or organization uses (through emergent technologies) to accomplish their goal(s). **Your analysis should draw directly from the concepts in your course readings, including discussion of various invention strategies, commonplaces, argument styles, forms of persuasion, and so forth.**

### deliverables\_\_

**the analysis** - the equivalent of 4-5 pages, typed, double-spaced, 12 pt Times New Roman font, regardless of the medium you choose for your analysis (essay, PowerPoint, Prezi, audio podcast, etc.). Your required source citations in MLA or APA style are not included in the 4-5 pages.

**project assessment** – your 500-word reflection should include a discussion of why you chose this particular community or organization, what surprised you most from your analysis and exploration, what questions you have about rhetorical conventions stemming from this project, and what you still want to know about this community and its discourse.

Both deliverables (in whatever medium) need to be submitted to the ANGEL drop box (which may mean providing a link) in a single submission by the deadline. Ensure that your name and other information is located on both documents.

### tips and getting started\_\_

For examples of rhetorical analyses, see *ARCS* pp. 103-112 or the *DK Handbook* pp. 116-119.

For citation practices using MLA, see *DK* pp. 328-394

For citation practices using APA, see *DK* pp. 395-438

Re-read the course syllabus for important discussions of the goals of this course (and thus the projects) and for a refresher on the course theme.