

Rhetorical Technalysis Remediation (project 2)

community discursive technology analysis & remediation

first draft due 18 October :: final draft due by 5p, 29 October

assignment__

In class we've been examining how writers use certain techniques to make their writing more persuasive. For instance, writers might emphasize their own authority or credibility (*ethos*); they might appeal to an audience's values, emotions, or experiences (*pathos*); or they might base their argument on careful reasoning (*logos*). Analyzing the rhetorical choices writers make allows us to evaluate their arguments more effectively and respond appropriately.

In this, your second 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. You may, and are most likely to, select the same community or organization you used for your first project; however, this time we will **add two main components to the analysis: 1)** we will complete a more thorough and detailed analysis of the use of *logos*, *pathos*, and *ethos* based on the course readings we have done since the first project, and **2)** we will remediate these projects – meaning whatever form you created it in for project 1, you will use a different form this time. Specifically, this project asks that you select ONE of the emergent technologies (del.icio.us, facebook, twitter, etc.) that the company or organization uses and create a faux profile or page *in that genre* for this project. In other words, if the company or organization you choose uses a facebook page, you will create a faux facebook page **emulating** the design and selection choices of the company in order to more fully understand the rhetorical decisions that mostly likely influenced their decisions. Unlike the original community or organization, however, the content of your faux page will be your rhetorical analysis. Thus, an important distinction to make here is that you are to emulate the **form** of their emergent technology only – the content is all you. This project is an **accumulation** of the kind of information you garnered in project 1, along with the additional, in depth, analysis of *pathos*, *logos*, and *ethos*.



Important information for creating your faux pages: although this project will be for academic purposes only, and thus somewhat protected under copyright and fair use, you will want to be exceptionally careful about the fact that you are creating PUBLIC discourse. Thus, I ask that you do so wisely. When you are ready to create an account on facebook, blogger, twitter, etc., go to yahoo, gmail, or hotmail and create an email account specifically for the purpose of this project and **one that does not use your name or identify you in any way**. Likewise, it would be advisable to note in your projects that you are creating the page for a class project, but you do not need to mention which class, which university, nor which instructor. Do what you can to protect yourself from cyber bullies, stalkers, and lawyers 😊

deliverables__

faux page - the **equivalent** of 5-6 pages, typed, double-spaced, 12 pt Times New Roman font, regardless of the medium you employ for your project (twitter, facebook, blogger, and so forth). Your required source citations in MLA or APA style are not included in the 5-6 pages. Your faux page may include a series of twitter posts, a facebook group with content and a series of status updates and/or notes, or the like — your page content should make use of your research (analysis) and/or link us to sites that make connections between your project and the central course theme posed in our syllabus.

project assessment – your 2-page 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, what you still want to know about this community and its discourse, and what challenges you faced in attempting to emulate their discourse form.

Remember to make sure I and your classmates have access to your site for peer review and grading!