

Multimodal Analysis Essay

Throughout the quarter, we have analyzed and produced projects that employ text, graphics, audio, and video elements. Each of these modes have certain affordances—features that help us meet particular goals, tasks they are well suited to, rhetorical appeals they support most effectively. Each also has certain constraints—obstacles they present, tasks they aren't as well suited to, rhetorical appeals they cannot make as effectively on their own. For this essay, you will reflect on the affordances and constraints of the modes and media we have used to meet our rhetorical goals and the choices you made as you negotiated these different modes and media. You will also have the opportunity to reflect on which projects you found most useful and interesting, as well as how you think the skills you have developed will be applicable in your future academic, professional, and civic work.

Your final product for this assignment will be a formal, academic essay in the four page range. Your audience is the multimodal pilot committee; these committee members are interested in what you learned about various modes and media, how our projects helped you meet course goals, and what you think is most important to include in future multimodal WRIT courses. Most committee members will not be familiar with your particular coursework or assignment topics, so your essay should include a summary of the rhetorical situation for each project and use specific evidence from your work to support your claims. We will discuss your options for more specific content and organization in class.

Timeline

March 4 – Discuss organization, using specific evidence, and providing clear commentary

Review all projects, select evidence, and draft analysis essay

March 9 – Analysis Essay Workshop

Revise and Edit Essay

March 11 – Analysis Essay Due