

Project #3: Rhetorical Strategies in a Physical Form:

Rhetoric is not something that is only written in an essay, it is all around us and in many forms. The courtroom, a speech to an audience (to garner donations, political support, etc.) advertisements, debates (political or social consciousness), and even sale pitches. You can find them in literature, plays and movies.

For this project, I want you to create a rhetorical argument using a different format other than an essay. Since this is the age of technology, this project should have a technological component as well as a short written analysis. The technological part should be the greater part of your project.

Suggestions:

1. Make a video of an advertisement, or political statement advertisement.
2. Write and video tape a rhetorical speech.
3. Create a sales pitch (you can video tape or make a power point) on a new product using rhetorical strategies.
4. As a small group you can try a debate or dramatize a courtroom case.
5. Or we can discuss your idea.
6. News show commentary (i.e. John Oliver)

The focus of your project should still be on Nicolas Carr's text. Example: if you did a debate one side is Nicholas Carr supporters and the other anti-Carr supporters.

You will also need a written component. Once you complete your project you need to write 2 to 3 pages on what the goal of your project is, the strategies you used and how you applied them, and an overall reaction to the process and how it turned out. In other words, do you feel your project was effective in this particular form of persuasion?

The video should be no more than 10 minutes.

Due Dates:

1. October 30: this is a project plan as a rough draft
2. Required Conference: November 4/6
3. Peer Review: November 9th
4. Project Shown in Class: November 16-20th: we do a sign up on the date your project will be due in class.