



## ENG 2150H Writing II: Sources of Persuasion

Honors Section KTRH • Spring 2015 • Dr. Lisa Blankenship

### Project 1 Assignment: Rhetorical Analysis of a Cultural Artifact

In your first major assignment for the term, your task is to analyze a cultural artifact or text using the lenses (theories) we've read and discussed in class about the role of persuasion, empathy, emotion, and metaphor and rhetorical elements such as genre, audience, and purpose. I'm using text in a broad sense, but I want you to focus on one of the following genres: a television show/series or a video game.

I'll ask that you imagine writing this for an audience in this class who has not watched the show, played the game, or listened to the song/watched the video. While your task is **analysis** not summary, you do want to provide at least a bit of context and description of the text you've selected so that readers can follow you whether or not they're familiar with the show or game.

As you look at your show/game with new eyes, approach it with the following questions in mind:

What's the significance of the title? The logo? Who is the audience / demographic and how does the show/game appeal to them? What "elements of persuasion" are present? What are important metaphors in the show/game and why are they important? What "arguments" are being made by their presence? How are they shaping reality and the way people think? How does emotion come into play if it does? What about empathy? Are we as an audience being asked to sympathize with certain people or groups more than others? Whose perspective do we get in the show/game?

I'll ask that you use at least two (2) sources from our course readings thus far, in addition to a citation for the show, film, or game you analyze. Please use MLA style for citations and your Works Cited page. See the [Purdue OWL](#) for details on using MLA style.

### PROCESS

You'll draft this paper in phases: the first step, a "zero draft," due Thursday, February 26, should include the cultural artifact you want to analyze and your rationale for why you chose it. It should contain your notes toward your first draft, due Thursday, March 5, which you will get feedback on from a partner in class and from me. I hope to persuade you by various means this term of the idea that "writing" is essentially a series of revisions versus a one-time shot that results in a finished product, so I'll ask that you do at least three drafts of each paper. "Revision" is more than moving paragraphs around and correcting grammar and tweaking your word choices; it's listening to readers' reactions to your ideas and making your work more powerful and effective. It's going back to the drawing board in some cases and putting aside what you've already done to try something new. All of these moves require that you don't wait until the last minute to write your paper.

