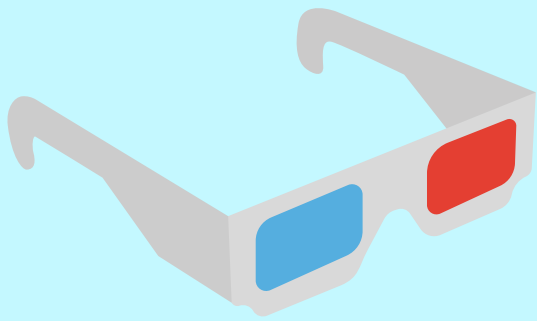




RHETORICAL ANALYSIS: POP CULTURE AND SOCIAL RESPONSIBILITY



So, you've watched "Formation," read a few articles and music reviews of it (and *Lemonade* as a whole), and performed what we call "a rhetorical analysis" of it—that is, you've investigated a bit about what Beyoncé is doing, how she is doing it, and why she is doing it.

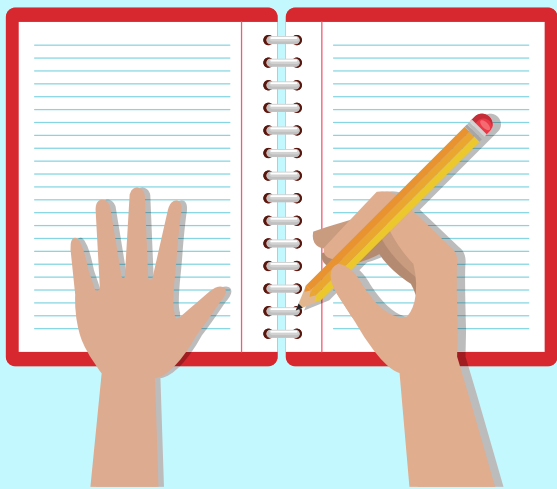
NOW WHAT?

First:

Pick a popular culture artifact of your own choosing—this could be another video, or an excerpt from a movie or TV show, or a movie, or a comic book. But whatever it is, it needs to deal with some social issue. This should be something that really speaks to you and that you want to spend some time with. Please notice that we spent a lot of time talking about *Lemonade*, but we only really closely studied "Formation." That's simply because we could not watch all of *Lemonade* closely enough without a year to do it and without a book to write about it. So keep this in mind! If you want to write about a novel, that's great—but you'll need to pick a chapter (or excerpt) to study. If you want to study your favorite TV show, you'll have to pick your favorite 10 minutes or so to REALLY study closely. That doesn't mean you can't refer to the rest in passing. But I'm asking you to read something or watch something a few times..



Next:



You will answer--in-depth, at least 100 words each--the rhetorical analysis questions about the artifact you have chosen. (Due March 7. These questions will be posted on the website.) You will type these up and post them as a blog post on your portfolio. Turning this in thoroughly, thoughtfully and on-time is worth 20% of your grade!

PLEASE NOTE: YOUR ON-TIME RHETORICAL ANALYSIS QUESTIONNAIRE IS WORTH 20% OF YOUR GRADE FOR THIS UNIT (ZERO POINTS FOR LATE QUESTIONNAIRES)

I WILL NOT ACCEPT FINAL PROJECTS WITHOUT THE COMPLETED QUESTIONNAIRE!

Next, choose which of the two following options you want to do for your final project. You have two choices.