

## Essay #3: Remediated Persuasive Essay

### **ASSIGNMENT FOCUS**

From websites to magazines, YouTube to Facebook, e-portfolios to mashups, digital arguments are often more popular, more accessible, and more widespread than arguments made with words alone. Not only do we engage with digital texts in our daily lives, but they are increasingly more common, if not expected, in the professional arena.

**The goal of this project is for you to repurpose or remediate your argument and research from your previous assignment by targeting a new, specific audience of your choice.** See this project as an opportunity to create modes of communication that go beyond the printed word. For example, your project might take the form of a video, podcast, website, mashup, or a Prezi. Take advantage of the software and support available at the Avery Microcomputer Lab! Programs such as Dreamweaver, Illustrator, InDesign, iMovie, Comic Life, Audacity, and Garage Band may be particularly useful to you.

\*Adapted from Jennifer O'Brien

### **DRAFT #1**

For your first draft, you'll want to explore the different modes available to you. Play around with as many modes as you can to figure out which one is appropriate for your project. After you've toyed around with a few, decide which format (blog, Prezi, website, mash-up, diorama, etc.) best suits your goals. As you move through this process, look to the **Statement of Goals and Choices** guidelines (outlined under draft #3) and the assignment rubric. Think carefully about the rhetorical and textual implications associated with the media you've chosen to use.

Next, begin to remediate your persuasive essay into the mode(s) you've chosen. As you go through this process, consider who the new audience for your project is, new sources of information you might need, how you'll want to cite sources, ways in which visuals or music might add to your argument, etc. Play around and experiment—see what happens.

### **DRAFT #2**

Your second draft should show that you're making steady progress on your project. Be sure this draft is far enough along that you are able to receive substantive feedback from both your classmates and me.

### **DRAFT #3**

Your final draft should be about 90% complete. You'll still have the opportunity to revise it for the final portfolio, but try to get as close as possible to the finished product as you can. Keep in mind that you'll present your draft to the class during our Multimodal Fair Day. This will give you the chance to share your work and receive additional feedback prior to beginning your final revisions.

In addition, you'll also want to write what scholar Jody Shipka calls a **Statement of Goals and Choices** in which you explain why you made the rhetorical and material choices you did. Please be as specific as possible in your statement. Some questions you'll want to address are:

1. What is your digital argument/text trying to accomplish? For whom is this piece written?
2. Why did you choose the particular program, mode, or design you did for your remediation? Were there any limitations that forced you to choose one mode over another?
3. In what ways did your argument change as you remediated it? How did the way you used or cited sources change?
4. What did you learn (or not learn) from this project that might transfer to a future class or writing experience?

Lastly, include with your statement a brief, but detailed **timeline** in which you track the work you engaged in as you remediated your project. I will refer to both your statement and timeline as I assess your final project.

### **FINAL ASSIGNMENT**

For your final project, revise your remediated persuasive essay based on the suggestions both your classmates and I have offered during your composing process. Also take a moment to reread the Statement of Goals and Choices and timeline you created. What can you learn from reflecting on these materials that may help you during the revision process?

### **SUBMISSION GUIDELINES**

**Draft #1** = Bring laptop to class

**Draft #2** = Bring laptop to class

**Draft #3** = Bring laptop to class

**Final Essay** = Submit with final portfolio along with the Statement of Goals and Choices and timeline

## Essay #3: Remediated Persuasive Essay Rubric

<p><b>Thesis Statement &amp; Purpose</b>  <i>Project has a clear purpose and appeals to a specific audience using a variety of rhetorical appeals.</i></p>	<p><b>Content</b>  <i>Reflects awareness of target audience; demonstrates an understanding of the affordances and constraints of media used. Visuals, music, interactive features, etc. are used in a meaningful way.</i></p>
<p><b>Research, Supporting Detail, &amp; Documentation</b>  <i>Research is tailored to a specific audience; additional research has been conducted, if appropriate. Sources are cited in a manner suitable to project.</i></p>	<p><b>Organization</b>  <i>Remediated project is easy to navigate and coherent; no major technological snafus are present.</i></p>
<p><b>Grammar &amp; Readability</b>  <i>Effective standard English usage—few mechanical errors. Sentence-variety and a nuanced vocabulary are used. Writing style is engaging and informative.</i></p>	<p><b>Overall Assessment</b>  <i>Project demonstrates an understanding of how information, research, and arguments transform from one medium to another; project is tailored to a specific audience and is persuasive. A Statement of Goals and Choices as well as a timeline are present.</i></p>