For this final piece of this course, you will compose a multimodal text that argues a position either directly or indirectly. You are presenting the same information from Unit 2, but you are switching genres. **You must decide who your audience is and how best to share the information with them.** The end goal is that the audience hears your information and are convinced by **one of your solutions**, so use these questions to guide your research:

* What is **the best solution** to your community problem?
* **Who** needs to hear it?
* What information does your audience need to understand?
* Which **genre** would communicate your ideas most effectively?
* You must include auditory (sound) or visual (pictures, charts, photographs) components to your final project. This is your chance to be creative! Google offers a wide array of programs to choose from: newsletter or brochures might be the way to go with this project! Your form should match the most effective method for sharing the information. You could also Google Slides and think about sending your presentation as an attachment to the emails of a specific group that you think might be impacted by the issue. Think again about the fact that your audience has a limit, so you should be able to access their modes of communication. This could help you figure out the best form to use.
* Think about the examples that we have looked at in class. These include the subjects of all of our discussion board posts, plus the readings (“College Students and Social Media” and “Does Texting Affect Writing?”). Also consider the two Ted Talks we have watched, particularly Amy Cuddy’s TED talk, “Your Body Language May Shape Who You Are”. Don’t pay so much attention to the content, but pay attention to how she shares the information.

**The first step:**

Create a project pitch. This “pitch” should include information about what exactly you will share with the community, how you will share it and where you will share it (if you could share it in a public way.) Remember, this information needs to reach a specific group within the community, so you should include some description of that group (with attention to the criteria for what makes a discourse community) and why you decided to present the information to them in the genre that you chose. It could be a Discourse community that isn’t involved in the issue, but then you must discuss why you choose that group. This should be about **800-1000 words**. Due Date: XX

**The second step:**

First Draft for peer review: XX

**The third step:**

Final Draft for peer review: XX

**The fourth step:**

Present it to the class (pending my discussion with supervisor today!) You will be allotted time in class to share whatever you have put together on XX and XX. You must be ready to present on either day. I will post more information about the “how” to do this later.

**Grading Criteria:**

Your project must contain all the above stated elements, with all the parts handed in on time. I will be evaluating your project on that, as well as creativity, effort, organization and audience impact.

**Learning Objectives Fulfilled:**

* Adapt to and compose in a variety of genres
* Use research as a process of inquiry and engagement
* Compose in the 21st Century Environments