

ENC3416 Assignment 3: Viral Marketing Campaign



To start the semester, we familiarized ourselves with and worked to understand better many of the keywords inherent in the field of rhetoric and composition, and you created a print project that is now going to play a part in this project. Next, we turned our attention to the media and text-technologies we use to communicate and the way said media and text-technologies are remediations of what came before. Through the assigned readings/videos and in-class activities, we explored what it now means to “compose” in an online, connected, and easily remediated/remixed world, and you worked to employ

the practices of remediation and/or remix on your print text—or set of texts—while paying special attention to the way legality (i.e., copyright and fair use) affects those practices. On the whole, then, you’ve had a crash course in rhetoric and composition in the digital age.

Now, we’re going to explore additional critical issues the digital age engenders, and we’re going to investigate further the different ways in which we can compose using new media text-technologies. We are going to compose, interact with, and produce within networked spaces.

For this project, you’ll work with the group you have been a member of all session to create your own rhetorically aware **viral marketing campaign**. Going into this project, you now have at least 4 print texts and 4 remediation/remix projects that you can/should incorporate into the campaign (note: you may not need/be able to use all of the projects, make rhetorical choices that will best work toward the end of going viral) In the upcoming weeks, we’ll look at what viral marketing is, how it functions in our culture, and which campaigns have succeeded and which have flopped. We’ll examine what really makes a media system popular and how you can harness that power for your own project. You’ll become media **producers**, not just consumers and analyzers.

First in September, your group chose a **cause**. You’ll have chosen an initiative, charity, event, organization, product, practice, etc. for which you want to produce marketing materials:

- What is your group interested in?
- What initiatives, charities, events, organizations, products, and practices do you feel passionate about?
- What things/situations do you want to see change or improve?

- What activities/practices would you want to stop or perhaps promote as soon as possible?

In short, you need to identify an **exigence**.

In thinking about a potential exigence, you should probably think locally and communally. You can, of course, tackle larger issues, ones that affect both the state and/or nation, but you probably want to start small given the time constraints of the project. In other words, you want to think about whom you can reach and how much change you can reasonably enact given the circumstances. Which brings us to...

Second, your group chose a **purpose** and a variety of **audiences**. Individually, you have already been considering these things, but now it is time to incorporate the work you have been doing alone into a cohesive project with a clear purpose (that each of you are contributing to) as well as clear markers of target audience(s). Depending on the component of the campaign, the audience may vary, but you should have an overarching audience that you are targeting.

- What is it that you'll want your audience members to do, think, act like, accept, reject, etc. when they see your marketing campaign materials?
- Who is your audience, specifically?
 - How old are they?
 - Where do they live?
 - Why would they be interested in your cause?
 - How can you reach them?
 - How can you persuade them to act in a desired manner?

Third, your group will need to think rhetorically about your purpose and audience in order to decide which **texts** would appeal to them, which you have already been doing with the first two projects, but now you have to think about the whole campaign. Toward that end, think about the following:

- What genres are most effective considering your purpose and audience?
- What kinds of rhetorical appeals can you make to your audience?
- What kind of language and tone will persuade your audience?
- What sort of action/participation can your texts foster?
- How will you circulate these texts to your audience and, just as important, how will your audience contribute in the circulation of your texts; that is, **how will your texts go viral?**

Finally, your group will need to start creating the networking component, as well as editing the texts that already exist! Once you are all on the same page about the cause, purpose, audience, and approach of your campaign, and each of you will then need to maintain a social media platform for your viral marketing campaign—1) Twitter 2) Instagram 3) Vine 4) Facebook 5) Pinterest. Additionally, as a group you must create 3 new texts (I use this term loosely) to contribute to the Viral Campaign: Perhaps Design a logo and make some merchandise. Plan an event and create the advertising for it—this is not a fake event. Organize a protest and create the promotional materials; this is not a fake event. Take it to the streets and sidewalk-chalk about your cause. Anything and

everything is up for grabs with this assignment as long as it is consistent with your group's cause, purpose, audience, and rhetorical approach. You do not have to use **ALL** the group member's previous projects; however, you must use at least **one** from each member to contribute to the whole.



That said, you will want to make sure that **your texts connect to one another**, that there is some cohesion across the texts. Perhaps one text will lead to and/or promote another (think: dates and times for events, links to other sites, and QR codes); perhaps each text has a common element, such as a logo/brand. Some edits to Assignments 1 & 2 might include branding and

consider cohesion of the Campaign. In short, it should be clear that these texts are part of the same campaign.

As we know, Twitter will also play a role in this project. While you may be creating a Twitter for your Campaign, think about ways you could engage with your own twitter, and the persona you have cultivated thus far into the process. This project requires at least 10-12 tweets throughout the process that address reading we do, encounters you have, and potential glimpses into the campaign you create. Your own twitter accounts could contribute to the “going viral” goal.

- **Rhetorical Rationale** required individually
- **Campaign Proposal due before Assignment 1**
- **Platform Proposal:** October 27
- **Out-of-Class Work Days:** October 29, 31 & November 24
- **In-Progress Presentations:** November 14, 21
- **Due date:** December 3
- **Presentation:** 15-20 minutes