



ENC3416

Assignment 1: The Print Text

During the first weeks of the semester, we will be acclimating ourselves with the language of the field while also focusing on the production, circulation, and rhetoric of print texts (think—flyers, pamphlets, newspapers, newsletters, posters etc.). While some of these texts may be produced using technology (such as a word processor etc.), they are not necessarily “digital” in the sense of how we engage and interact with them...their purpose is achieved through hard copy.

First, you will meet with your group that will ultimately build Assignment 3: The Viral Campaign. This will allow you to 1) choose your cause/event/purpose/etc of the Viral Campaign so that 2) both assignments 1 & 2 will become components of the Viral Campaign. Once the focus of the Viral Campaign is decided, you will consult with one another to decide the 1) types of print text each of you will create and 2) the general focus/content of each one. The following print texts are your choices: 1) Set of 3 flyers 2) Newsletter/Newspaper 3) Brochure/Pamphlet 4) Set of 2 Posters (large). Although these texts will ultimately work together, this project is an individual one. There will be opportunity to make revisions toward the specifics of Assignment 3 based upon feedback on your Print Text. Remember, variety is important so each print text must contribute something different to the bigger picture of the Campaign. The print texts listed here will allow for the inclusion of the campaign itself, research (both scholarly/non scholarly) inclusion, and design.

In class, we will do a mini-print text project using a Keyword from our readings to consider the affordances of a print document and to understand how to use them best to our advantages while addressing the importance of audience.

As you create your print text, consider the following things:

- Who is your audience? (the more specific you can be about your audience, the more clearly you can position your text to successfully express its purpose). Audience is important.
- What is your purpose? (is it clear? how is this related to the audience you are targeting?) Purpose is important.
- What are the affordances and constraints of this print text? (how does it circulate? what does it allow you to do?)
- Consider design. (these choices are rhetorical and have an effect on your audience as well as the way in which you communicate your purpose)
- What modes will you employ? (colors, fonts, images, etc.)

Assessment (150 points of total grade):

1. **Stake your claim and support with evidence**—a clearly developed claim (your main point) with support from acclaimed scholars in the field (that your campaign is best situated within) as well as everyday examples to further explore the concept/purpose of your text.

2. **Sources and Analysis of Sources**—you need to use **at least four sources** (scholarly/non scholarly); in your analysis of these you should not only be summarizing. These sources will build your credibility regarding the topic this print text will serve.
3. **Language and Genre Awareness**—think about writing in a way that makes your text both credible and relatable. Think about the spaces and styles of writing in between a scholarly style of writing and a Facebook message
4. **Audience Awareness**—attention to audience is key in this project; consider their context, level of interest, age, gender, location and attention span.
5. **Surface Level Details**—MLA formatting, works cited page (don't forget about this), typos, grammatical mistakes, sentence structure, fluidity (from paragraph to paragraph and sentence to sentence)
6. **Workshops and Due Date**—you came to the workshop prepared and ready to work. By missing a workshop this will affect your grade by 15 points; if your project is late it will also drop your grade. In order to complete this project, you must submit it in hard copy form—the digital submission to BB will be for records. If you do not print the text, then it is incomplete.
 - **Rhetorical Rationale** also required ****Draft Due Sept. 22****
 - **Viral Campaign Focus/Purpose/Cause Due:** September 5
 - **Print Text “Proposal” Due:** September 8
 - **Workshop:** September 19
 - **Due date:** September 24

Twitter Component:



While working on the project itself, consider ways in which you could engage with the publics of Twitter to think about ways to reach your audience, the affordances of your particular document, your purpose, etc. For this project, you should tweet 5-7 times specifically about it in some way—**THESE TWEETS COUNT TOWARD YOUR WEEKLY REQUIREMENT**. Scholars are also present in this space, perhaps “tweet at” them to enter into the conversation regarding the term you have chosen. Use our class hashtag, #FSUWEPO, with these tweets.