

# ENC3021 Project 1: The Keyword

**The Project:** During the first weeks of the semester, we will be acclimating ourselves with the language of the field of Rhetoric and begin thinking about terms that we think will be important regardless of the time period of rhetoric we are studying. These terms should also have salience today and potentially help us consider “Why rhetoric is important today?” The keyword project will present 3 terms you deem important in a (digital) multimodal project. Digital is in parentheses because you may choose a multimodal print text instead, and that is absolutely awesome as well.

**The basics:** You will define 3 terms as well as provide an understanding of how these terms potentially connect to one another in any medium of your choosing.

**The audience:** You are writing for newly minted EWM majors. This means they have not encountered any EWM major courses as of yet and so they do not know the terminology. This will define how you explain and articulate your terms to your audience.

**The medium:** Consider what you are articulating to your audience. What medium will communicate most effectively? How does design play into this conversation? Remember, rhetoric is hard...the terms are confusing; therefore, you need to make them as accessible as you can. The only requirement here is that you do not write me an essay. Everything else is fair game: videos, pamphlets, prezi, podcast, newsletters...you name it—you can compose it. I clearly define composition beyond the idea of “writing.”

As you create your keyword 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 a 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.)

**Rhetorical Rationale: Required.** This will defend and explain your choices. It is not a process memo but a rationalization of the work you did and the rhetorical purpose behind it. It must be at least 750 words. It is the WHY behind the project.



## Assessment:

1. **Stake your claim and support with evidence**—a clearly developed claim (your main point) with support from acclaimed scholars in the field 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); 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. don't forget that the texts we read in class count as scholarly.
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). Don't forget to do a final polish/edit—this still applies to digital projects like videos.
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 paper is late it will also drop your grade. Additionally, you will lost 15 points if you do not submit the proposal by the due date

- **Rhetorical Rationale:** required
- **KeyWord “Proposal” Due:** January 28
- **Workshop:** February 11
- **Due date:** February 18

## 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, #FSURHET with these tweets.