

Writing Project #1: Analyzing Visual Rhetoric

Assignment

Your assignment is to write a coherent, grammatically correct paper (700-800 words) that analyzes content and design in a **visual argument** (a photograph, printed or online advertisement, editorial cartoon). The paper should include a copy of whatever you are analyzing and provide a bibliographical citation. The analysis should be your own. Library research is not required; however, you may want to consult sources in order to understand the complexities of the rhetorical situation or to get a sense of the different perspective readers embrace on the topic you selected. If you use other sources, they must be cited according to MLA guidelines.

Your paper should place the visual argument in a context for your intended readers, identify claims and inferences, explain why the appeals in the argument are or are not persuasive, and comment on any cultural values the argument addresses, criticizes, or advocates. Your aim is to convince your intended readers to take seriously your "reading" of the visual argument. Follow MLA guidelines for format and documentation.

Peer Review Draft Due:

Final Draft and Supporting Materials Due:

Intended Readers

A general academic audience (university students and faculty) is your intended audience for this assignment.

Getting Started

Think about issues that interest you. Then look at the CD, *Comp 21: Composition in the 21st Century for Argument* that came packaged with *The Aggie Writer's Harbrace Handbook* to get started. The CD includes an introduction to visual rhetoric and an introduction to argument.

Read RRW Ch 3, "Understanding the Basics of Argument," (71-86) and Ch 7, RRW, "Responding to Visual Argument," (194-198).

Reminders

The University Writing Center. Consider visiting the University Writing Center (second floor of the Evans Library) as you work on this assignment. Consultations are free! You usually can't wait until the last minute to schedule an appointment, so plan on signing up in advance. To find out how to schedule a consultation, check out the UWC Web site <<http://uwc.tamu.edu/>>

Know the Code. Review the Aggie Honor Code, online at <http://www.tamu.edu/aggiehonor/>

An Aggie does not lie, cheat, or steal, or tolerate those who do.