

# WRD 322: Civility, Rhetoric & Argument

## Multimodal Project

(20 %)

### From the Syllabus:

Opportunity for a creative rendition of your position on your midterm research topic. Conceive of this as your opportunity to engage in public debate. Part of the project includes presenting your work to your classmates.

### Extended Prompt:

After reading Kevin DeLuca's piece, you may have noticed that he used a variety of artifacts that are not necessarily following the pervasive attention to linguistic modalities (speech and written text) that so many scholars in rhetoric tend to focus on. In addition to image events, or visual rhetoric, we should consider the many modalities available to us twenty years after his writing.



In-class conversations should provide you with a variety of multimodal iterations wherein the topic you studied for your midterm could be found. That is, since you were already paying attention to a variety of artifacts that made you theorize civility, rhetoric, and argument, now you should shift attention from interpretation to production. This time, instead of looking for an artifact, you will be producing one! As you brainstorm options, you should consider **audience** (or potential target publics). While we will be briefly discussing different options in class, for the actual product you will be given ample freedom to choose a **mode** you find most appropriate for your product. In the past, students have created tumblr pages with activist recommendations about TPS status,

artistic renderings around identity and environmental justice (some of which you can find in my office), websites recollecting sources to advocate for planned parenthood, and/or brochures. As another example, I've provided a window display from an Old San Juan fashion design shop during the protests of the Boricua Summer 2019.

Each product should be accompanied by a **rhetorical reflection** in which you explain the objective behind using particular forms and content choices. In 2-3 pages, you should explain how you considered *audience* and *mode* in your composition process. There will also be a short presentation of your projects in class, which you can use as a space to **present** your rhetorical reflection. Refer to the calendar for important *due dates*, but you should know the final product is **due Nov. 12**.