

Final Project
Due: Thursday, May 1, 2014 by the BEGINNING of class

General

Your purpose in this project is to take a position on the controversy you've chosen and craft an opinion-based "text" that lays out your argument and convinces your audience to feel, believe, and/or do something in response. You'll need to consider where your project will (hypothetically) appear as well as the audience you'll be (hypothetically) trying to reach. The effectiveness of your project will depend on your knowledge of the controversy, your ability to engage with counter-arguments, the effectiveness of your rhetorical strategies, and your usage of your chosen medium/genre.

Specifics

This assignment is largely open-ended in terms of your flexibility in deciding what, for whom, and how you'll be arguing. However you decide to formulate the project, keep ALL of the following in mind:

- Your project must be making a clearly identifiable argument toward your controversy. Remember that your aim is to get your (hypothetical) audience to feel, believe, and/or do something—and your project must make that "something" clear.
- When I talk about your audience as "hypothetical," that's because your project's audience will almost assuredly not be our class. As you craft your project, target a specific venue and audience. For example, if you're creating a video, conceive of it as an ad that will show on Fox News, a mini-documentary for the National Geographic Channel, a spot on *The Daily Show with Jon Stewart*, etc.; if you're creating a political cartoon, envision it appearing in *The Daily Texan*, the *Houston Chronicle*, *The Rio Times*, *The Guardian*, etc.; and so on. You have a practically infinite set of options here!
- You also have quite a few options when it comes to choosing your medium. Some possibilities include (but are NOT limited to):
 - a website or webpage (using Wix, Weebly, Storify, or other)
 - a short video (using iMovie or other; could be "documentary" style, "ad" style, or other)
 - an image (using PhotoShop or other; could be a postcard, poster, political cartoon, or other)
 - a song
 - a viewpoint article (in the form of a blog post, newspaper op-ed, or other)
- Your project must also engage with existing arguments toward your controversy. As indicated below, it must incorporate at least three outside sources, two of which must be opinion sources.

Minimum Requirements

For a C or above, your project must:

- ⇒ Employ a variety of rhetorical strategies (potentially including appeals to your own authority, appeals to the audience's emotion, appeals to reason, etc.) in order to reach your intended audience
- ⇒ Strategically and effectively incorporate, reference, or argue against at least three different sources (unless the instructor has specifically given you permission to do otherwise)
- ⇒ Document all sources accurately according to MLA style (on a Works Cited page; not necessarily in-text, though it depends on your medium); regardless of the chosen medium, the Works Cited page must be submitted to the instructor, by email, on the day that the project is due
- ⇒ Be effective and coherent, with very few punctuation or grammatical errors