

English 1100: Visual Rhetoric Assignment

As we have discussed this semester, there are many ways to share information and make arguments! This assignment asks you to use your knowledge of rhetorical appeals and visual rhetoric devices in order to persuade your audience (in this case the classroom community) of your final essay argument. Remember, your final essay topics are:



1) What can Canadian colleges and universities do to support diversity?



2) What can Canada do to better protect wildlife?



3) What can Canada do to address poverty and homelessness?

Please use the same topic you have chosen for your essay. Your visual rhetoric assignment has two parts:

Part I: Photo Assignment

Weight: 5%

Due Date:

Please take a photograph that will help persuade your audience of your final essay's thesis. Your photograph should include at least one appeal to ethos, pathos, or logos and it should make use of key elements of visual rhetoric (for example: colour, composition, symbols, and/or juxtaposition).

Feel free to be creative! And, please think carefully about being respectful. Avoid personal attacks (ad hominem) and harmful stereotypes (generalizations), and make sure you respect the privacy and dignity of your figures (if you use figures). You are welcome to edit your photograph and/or add text. Please keep your text to 1 or 2 phrases — remember, this is visual (not written) persuasion!

Your assignment should be handed in via your E-Portfolio along with a 1 paragraph overview (about 6-8 sentences). Your paragraph should explain your argument and goals (both implicit and

explicit), the appeals you are making, and the rhetorical devices you have used to support your argument. Your paragraph should be should be written in a scholarly tone and carefully edited

I will be grading you on:

- Your understanding and use of rhetorical devices (Do you understand the devices? Have you used them effectively?)
- The relevance of your photograph to your argument (Does it further your goals?)
- The structure of your paragraph
- The clarity of your writing (Is your writing error free? Are your connections clear? Have you used a scholarly tone?)

Part II: Presentation

Weight: 5%

Due Date:

You will give a 5 minute in-class presentation that provides an analysis of your piece of visual media. During your presentation you will: provide context for your topic and image; state your argument and goals; and provide an analysis of your rhetorical appeals *and* your rhetorical devices. It is expected that your presentation and your paragraph will be similar. However, your presentation will need to be more detailed.

You *must show your piece of visual media* and you are welcome (but not required) to use powerpoint, handouts, cue cards, or other resources to organize your presentation.

I will be grading you on:

- The clarity and organization of your presentation
- The depth of your analysis
- Your presentation skills (eye contact, voice projection etc)
- Your ability to answer questions



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