

RHETORIC AND COMPOSITION: MEDIA AND THEIR EFFECTS
ENGLISH 150-B&D
SPRING 2011

PROJECT 3: RESPONSE TO McLuhan

Objectives

The goal for this assignment is four-fold. First, this assignment continues our work with academic writing; namely the acts of understanding, summary, and analysis in response to others. Second, this assignment asks you to draw upon what you have learned about rhetoric and the rhetorical situation and use that knowledge to explicate how a particular text functions rhetorically. Third, this assignment will allow you to further your engagement with compositional issues of planning, drafting, arrangement, revision, and proofreading as well as rhetorical concepts such as voice, audience, support, detail, aim, and effect. Fourth this assignment culminates our work with McLuhan.

The Assignment

- Project 3 asks you to use the moves discussed in *They Say/I Say* to respond to a passage or concept from McLuhan's *The Medium is the Massage*. Your essay should:
 - Be 3-4 pages in length;
 - Be a thesis driven essay, that is one which presents an idea and supports that idea;
 - Fairly and accurately present McLuhan's own idea through the use of summary and quotation, presented in such a way as to distinguish what McLuhan says from what you say;
 - Discuss and address specific examples McLuhan uses;
 - Include original examples to support your own idea;
 - Makes conscious use of all the moves discussed in *They Say/I Say*. (You need not make use of the templates, but you do want to make sure you make use of the moves.); and
 - Follows MLA formatting (see *Everyday Writer*, pp. 347-419, and especially pp. 410-19 for the layout).
- With your essay, you will want to include a 1-2 page discussion of your essay in which you indicate and describe where you make use of each of the following moves from *They Say/I Say*:
 - Start with what others are saying;
 - Include summary and quotation;
 - Indicate that you are responding to McLuhan;
 - Distinguish what you say from what he says;
 - Plant a naysayer in your text;
 - Say why it matters;
 - Connect the parts;
 - Include your own voice; and
 - Include meta-commentary.

You need not identify each and every instance, but indicate the place or a few places where you have. (Identify by page and paragraph and feel free to quote.)

Format

Your rhetorical analysis should adhere to the GUIDELINES FOR WRITTEN WORK and should be 3-4 pages in length.

Keep All Drafts

Keep all prewriting and drafts of your project (handwritten or electronic). If you are in the habit of revising and proofreading from the computer screen, save each version of your project before you begin the revision/proofreading process. Not only do I require all drafts of an essay to be submitted with the final version, saving multiple drafts of your work can be just as important as saving your work often (you do save your electronic work often as you work on it, don't you?). The more you write, the more often you will find yourself wondering if an earlier version may have said something better or taken a more fruitful direction. If you have saved those earlier versions, you can return to them; whereas if you have deleted or overwritten them, you have to start again from memory.

Saving multiple versions of an electronic project requires a strategic file naming system. My own system is adopted from the software industry. I begin with version 1.0. While a minor revision/edit might result in changing the version suffix from 1.0 to 1.1 or from 1.3 to 1.4, a major revision or substantial/final proofreading will result in changing the

version suffix to the next whole number (e.g., version 3.4 becomes version 4.0). Our textbook *Portfolio Keeping* provides additional ideas on naming files on pages 14-15).

Peer-review Draft

Your peer-review draft should be a complete, revised, and edited draft of both documents, which means you should have at least two drafts of each. Bring two physical copies of your peer-review draft to class for the peer review.

Instructor-review Draft

Based upon your peer-review, revise your project at least once. Please submit your project in a folder with the following material:

- The final draft of your project, clearly marked as such,
- All drafts between the peer review and the final version, clearly marked to indicate what version each is,
- A printout of your peer-review drafts with peer-review rubric attached,
- All earlier drafts of your project, clearly marked as to indicate what version each is,
- And any freewriting and prewriting you produced.

Due Dates

Peer-review draft: Wednesday, April 20.