**Rhetorical Analysis of Text + Visual Component**

**Writing Community Draft (4 copies) is due Friday, 21 November.**

**Final Draft with assessment is due Monday, 25 November.**

**Eportfolio post is due Wednesday, 4 December.**

**Assignment:** Write a three- to four-page analytical essay responding to an image of your choice. Be sure to choose an image that involves significant interaction between the text and graphics. Your essay should focus on how the words and graphics work together to generate the image’s meaning and impact. Consider your instructor and your classmates to be the primary readers of your essay.

**Requirements:**

1. MLA format, Works Cited page, proper mechanics, title
2. Include the image, properly formatted as a part of the text
3. Include additional sources (one or two) that will help clarify, add context, clarify impact, or broaden meaning.
4. Accurately summarize or describe the significant interplay between the visual and textual part of the image.
5. Quote the text, properly formatted, including appropriate interpretation or commentary.
6. Include a working thesis, significant claims, and proper evidence.
7. Show careful consideration of counterclaims.
8. Be conscious of contributing new information or informative analysis. Your insights and analysis should be significant. Don’t just synthesize or summarize others’ opinions or observations.
9. Write an assessment of the assignment that addresses this assignment and its challenges in particular and also addresses SLCC’s larger learning objectives for the eportfolio assignment (Due. 3 December).

**Planning:**

Show careful annotation/critical reading of the text/image.

What is the author’s purpose?

Who is sponsoring the text/image? What do you know about them/it?

What does text/image convey? How? Interplay?

Where did the text/image appear? When? For whom?

What does the image spur you to consider more carefully? Learn more about?

Possible counterclaims? Who would find fault? Be offended? Disagree? Be able to add additional insight or context? Suggest alternative interpretations?

What are your own biases, beliefs, and values? How do they impact your response?

**Planning, continued:**

Insights?

What beliefs and values are explicitly conveyed? Implicitly?

What is left out?

What makes you curious? Want do you want/need to find out more about?

What other sources suggest themselves?

What risks are you taking in this essay that you haven’t addressed in the previous assignments? What strategies are you going to employ to be successful?

**Drafting:**

Thesis: What is the limit/scope/intent? What do you want to argue?

What is at stake?

What are your claims or arguments?

What evidence do you have to support your claims?

What warrants (commonly-held beliefs or links) are you assuming?

What counterclaims need to be/should be included to show a reasonable consideration of all sides?

How will you establish appropriate ethos?

What tone do you want to establish?

Where will pathos appeals be effective?

What is the best combination/organization of logos appeals?

Where, how will you include the image? Are there other visuals that will strengthen your claims/arguments?

**Writing Community:**

Editing marks (see writer’s manual, page 23)

Opening/closing paragraphs—effective strategy

Mechanics (punctuation, syntax, pronouns, precise language)

Rubric Requirements (content development, claims, credible evidence, analysis/interpretation)

Counterclaims

Quotes properly formatted, appropriately interpreted