

Assignment: The Selfie Project

For this assignment, you will create a media platform that includes 4 selfies, one for each of the rhetorical discourses introduced in class: good character, persuasion, identification, and discursive formation. Depending on your technological literacy, you can choose which platform you want to use. You can experiment with a website design platform, such as Wix or Wordpress, or you can simply use a presentation platform such as PowerPoint or Prezi.

Once you have chosen the 4 selfies you want to use for the project, you need to create a companion text for each selfie that offers a narrative linked to the message the selfies communicate. In these companion texts, you are asked to reflect on the particular rhetorical purpose of the selfies and on the socio-historical importance of what they represent (i.e., why is it important that you say what you say through your selfie?). Think of the companion text in this way: Let's suppose that you decide to express a deliberative argument with your selfie—specifically, that people should recycle. While you express that message with the selfie, you might not have the chance to tell your audience *why* recycling is a positive activity because visual rhetoric is very direct. The companion text gives you that chance. These narratives will of course be personal, and you are encouraged to play with styles and forms: you can create your companion text as a personal essay, as a reflection about aspects of society, and even as a multimodal project such as a video or audio essay. It is important that in these companion texts you reference some of the studies we have read and discourses we have practiced in class, thereby showing a good grasp of the concepts learned. Each companion text should be between 250 and 500 words.

Finally, for accessibility, you need to create captions for each selfie that serve as descriptors.

Learning Objectives:

- To demonstrate the ability to interpret selfies as rhetorical utterances, using appropriate nomenclature
- To draft and revise selfies as multimodal texts
- To compose rhetorically effective selfies that purposefully present your character to an audience

Graded Components:

- Each selfie must participate in the appropriate rhetorical discourse. That is, you must show that you know how to engage in specific rhetorical practices
- Each companion text explains the importance of the message in the selfie, referencing readings and concepts introduced in class
- Your media platform must be free of glitches, so make sure that everything works