

Assignment: Visual rhetorical analysis

In your visual rhetorical analysis, you will develop analytical skills by examining the visual rhetoric of a section of Marjane Satrapi's *Persepolis*. Our class discussions of *Persepolis* should give you some models for your individual visual analysis. Keep in mind that you should choose a section with visual details that are complex enough to invite thorough analysis. Your selection should also be short enough that you are able to discuss the section in adequate detail. Be careful not to devote too much space to plot summary. Do *not* let the narrative of the story serve as an organizing principle. Instead, your argument about the section you've selected should shape the way you organize your paper. A second option would be to choose a specific, repeated visual feature (for example, shadows) in the novel, and explore that feature and its rhetorical significance and effect in detail.

When writing your analysis, you might find it helpful to consult Bérubé's "Analyze, Don't Summarize," 318-22 (Feb. 8), the guide to rhetorical analysis in *Everything's an Argument*, 114-9 (Feb. 10), and the Prezi on close reading graphic novels (see link on Feb 1 in Weekly Updates). Your objective will be to determine how, what, and why the selected images communicate rhetorically. For example, you might discuss what your selected images communicate about the author and her authority.

In an accompanying 200-word reflection, you will discuss how this assignment has expanded your understanding of genre and/or how this assignment is different from or similar to compositions you have written in the past.

Length: Four full pages minimum. Five full pages maximum.

Formatting: Word document, double-spaced in 12-point Times New Roman font with 1-inch margins.

Citations: MLA-style parenthetical citations if necessary

Grading: 15% of final grade (includes first draft and reflection as well as essay)

Process

- ❖ First draft of visual rhetorical analysis for peer editing (Fri., Feb. 12)
- ❖ Visual rhetorical analysis, including 200-word reflection, due to me via email (jbleds@emory.edu) by 7:00 p.m. on Fri., Feb. 19

Learning Objectives

- ❖ You will analyze a text in a multimodal genre with attention to rhetorical situations. You will learn how audience, purpose, genre, and content shape the meaning and effectiveness of all writing.
- ❖ You will practice writing as a process, recursively implementing strategies of planning, drafting, revision, editing, and reflection.
- ❖ You will employ academic writing conventions, including organization, development, style, incorporation of materials from an online source, grammar, format, and documentation.
- ❖ You will practice presenting your work to your peers, receiving and integrating peer and instructor feedback, and editing and analyzing the writing of your peers.

Grading

Process	Did the student bring a first draft to the peer editing workshop on Friday, February 12?
Rhetorical Choices	<p>Does the analysis demonstrate a sophisticated awareness of audience?</p> <p>Is the analysis organized and arranged effectively?</p> <p>Has the writer presented a clear thesis and made an effective argument about the way Satrapi uses visual imagery rhetorically?</p> <p>In the accompanying reflection, has the writer reflected on either (1) how this assignment has expanded their understanding of genre or (2) how this assignment is different from or similar to compositions they have written in the past?</p>
Writing	<p>Is writing in this analysis stylistically interesting and sophisticated?</p> <p>Does the writer transition smoothly between ideas and paragraphs?</p> <p>Is the writing free of grammar and spelling errors?</p> <p>Are quotations and references to images used effectively and appropriately? Are quotations and images properly cited?</p> <p>Does the writer effectively introduce the analysis?</p> <p>Does the writer effectively conclude the analysis?</p>
Development	<p>Does the writer present a clear claim about the way Satrapi manipulates visual imagery for rhetorical effect?</p> <p>Does the essay offer sufficient evidence to support the argument the writer is making?</p> <p>Does the writer make an argument explaining how the evidence offered supports the claim?</p> <p>Are all ideas fully developed?</p>
Basic Requirements	<p>Does the writer describe the way visual imagery has rhetorical effects in a section of <i>Persepolis</i>?</p> <p>Does the essay make an argument about the way that specific rhetorical choices affect our interpretation of the novel?</p> <p>Does the writer use quotations and/or images from <i>Persepolis</i> to support her/his argument?</p> <p>In the reflection, does the writer address one of the two topics described above?</p>