

ENG 220: Literary Studies: Theories and Methods
Unessay Project
Dr. Janet Myers

Learning and Writing Objectives:

- Analyze and interpret one of the literary texts we studied in a way that is informed by one or more critical approaches and by research from a minimum of three sources
- Use multiple modalities to effectively convey an argument to your intended audience
- Explain the rhetorical choices that informed your decision making as a writer

Task, Audience, and Purpose:

For this project, you will create a multimodal product that responds to and/or interprets one or more of the literary texts we have studied this semester using at least two modes. The possible modes include the following: visual, aural, gestural, spatial, and linguistic.

It will be up to you to choose the genre, audience, and purpose for your project. I encourage you to design a project that builds on your own unique strengths, skills, and interests. Your project should focus on at least one of the texts we studied this semester, and it cannot be the same one you wrote about for the Literary Analysis Essay.

Along with your final multimodal product, you will submit a 500 word memo that introduces your project and explains how it responds effectively to the rhetorical situation you chose, including the audience, purpose, and genre. The project will culminate in an online showcase in which you share your final projects with each other during the final exam period.

Options for multimodal products:

Option 1: Create a video essay or a TED Talk about the literary text(s).

Option 2: Create a podcast about the literary text(s).

Option 3: Create a series of blog posts with images OR create a teaching guide about the literary text(s).

Option 4: Propose an alternative product about the literary text(s) in your proposal.

Due Dates:

1. Proposal: F-April 12
2. Draft: F-May 7
3. Revision & Presentation Showcase: M-May 17

Stages/Guidelines:

Proposal: Include the following components in your proposal:

1. What do you hope to achieve in your Unessay Project? What is your goal or purpose?

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2. Who is your intended audience and why did you choose it? What might they already know about your topic and what do they need to know? How can you best reach them?
3. What genre will you use to communicate with this audience? Provide links to two examples of the genre you will be creating in in the space below.
4. What scholarly methods and research will you use to develop your project, ie. what critical approach(es) will inform your analysis and what type of research do you need to do?
5. What questions do you have about your project?

Draft: Submit a draft of your project on the date for peer review. If you are doing a video or audio project, you can share a script or storyboard at this stage.

Revision & Online Showcase: Submit your revision of your project by the final exam period. If you have audio or video files, share a link to your project in a word doc. During the final exam period, you will visit and offer feedback on each other's projects in an online showcase.

For more detail on multimodal writing, read this short piece:

<https://openenglishatslcc.pressbooks.com/chapter/multi-modal-communication-writing-in-five-modes/>

Evaluation criteria:

- Includes an argumentative thesis that is informed by one or more critical approaches
- Uses evidence from the literary text and from research to support the thesis and cites it in a manner that is appropriate to the genre and audience
- Illustrates a clear purpose and appeals to the audience in ways that are appropriate, persuasive, and well suited to the chosen genre and modes
- Organizes and/or arranges the content in an effective manner, with a structure that establishes exigence (the motivation to write or speak), connects to the audience, presents research and argument, and concludes appropriately
- Uses design elements effectively (including sound, image, and gesture when appropriate) and creates a polished, professional project that shows evidence of careful revision and proofreading
- Includes a memo that provides detailed analysis and reflection on the rhetorical choices the writer made