Overview:
In this assignment, you will create a Photo Essay geared toward a specific audience. Additionally, you will write a 600-900 word Rhetorical Analysis of your Photo Essay. In this analysis, you will closely and critically read your Photo Essay, and analyze your own purpose, audience, and the rhetorical choices that helped you to achieve your purpose with your audience.

- This assignment is worth 15% of your course grade.
- We will use the following timeline for this assignment:
  - Workshop Draft Due: Wednesday, December 7th
  - Final Draft Due: Friday, December 9th
  - Presentation Days: Friday, December 9th or at the time of your final exam

PHOTO ESSAY

Purpose and Focus:
Like your Researched Argument, a persuasive Photo Essay aims to convince or persuade an audience.

- For this assignment, the purpose of the Photo Essay is to persuade an undecided stakeholder to accept your thesis.
- Your focus will be determined by the thesis you argued in A4. As such, the Photo Essay should reflect this thesis.

Development for Audience:
Your audience will be the same audience that you wrote to for A4. However, you will be working in a new genre. Within this genre, you will need to consider how you might appeal to your audience's needs, values, and knowledge of the issue.

- You will also need to consider how you create ethos, pathos, and logos. Because you are working with a different genre, these appeals will look different than they did in A4. Be sure that the appeals used suit the rhetorical situation.
- Develop the Photo Essay by ensuring that:
  - The Photo Essay reflects a thesis and the key points of your Researched Argument.
  - The Photo Essay addresses at least one counterargument for the author’s position, and fairly and accurately represents and responds to the alternative viewpoint on the issue.
  - The photo explanations incorporate evidence from credible sources with correct citations. The last page of the essay should be a Works Cited page.
  - The photo explanations demonstrate effective inquiry into the issue by paraphrasing, directly quoting, and explaining the source material.

Genre and Organization:
Your genre will be a persuasive Photo Essay. A persuasive Photo Essay is comprised of a series of photographs, accompanied by short explanations. Follow the conventions of this genre in these ways:

- The photo essay includes at least five photographs. Two of these must be taken by you, the author. The others may come from websites. Additionally:
  - Each photo should clearly contribute to the purpose of the Photo Essay.
For each of the five photographs, you should provide a short 2-3 sentence explanation. This explanation should articulate the connection between the photo and the thesis. Remember to stay concise; you obviously won’t be able to include the same amount of details in this genre as you used in your Researched Argument. Instead, you will have to determine the most important ideas.

Each photo should also carry a caption (in addition to the explanation) that names the place and date of the photograph content (ex. May 2015, Colorado State University Admissions Building).

The photo essay should have an interesting, appropriate title.

Thoughtfully consider how you will organize your photo essay (how you will order your reasons, where you will respond to your counterargument, and how you will open and close the essay.)

I recommend you use PowerPoint to create your photo essay. If you have a different program in mind, please run it by me.

**Style and Conventions:**
As always, your tone and “voice” should be appropriate for your subject matter and the academic context in which you’re writing. Make sure to follow the conventions of this assignment by adhering to these guidelines:

**Text:**
- Your text should be grammatically correct and written in standard, edited English.
- You should use correct MLA citation and formatting conventions and continue using the skills acquired in the style and convention seminars.

**Photos:**
- At least two of the five photos should be taken by you.
- All photos are cited.
- The photos are not fuzzy or taken at random.

**RHETORICAL ANALYSIS**

**Purpose & Audience:**
This portion of the assignment requires you to be intentional about the choices you make in your Photo Essay. It asks you to both consider them as you are creating you photo essay and as you are reflecting on your work.

- When preparing for this assignment, you should consider how you will achieve the following purpose:
  - Analyze the rhetorical situation of your Photo Essay by considering the rhetorical choices that you made as an author.
- Your focus will be determined by the rhetorical choices that you employ in your Photo Essay. As such, you should make these choices clear to your audience.

**Development for Audience:**
The audience for this essay will be yourself, your classmates, and your instructor. In order to best achieve your purpose with your audience, you’ll need to:

- Carefully consider what information your audience will need in order to understand your topic and your rhetorical choices in your Photo Essay.
- In analyzing your photo essay, you’ll need to develop your ideas in this essay by providing your audience with the following information:
  - What topic did you choose to research and write about? What is your claim?
Genre and Organization:
Your **genre** is a 600-900 word Rhetorical Analysis Essay. In this essay, you will draw heavily from the mode of analysis writing.

- In order to meet the requirements of this genre, your essay should be organized in a way that allows the reader to easily follow your ideas. In order to do this, it’s important that:
  - The audience, purpose, and rhetorical choices are clearly stated and specific.
  - The evidence clearly supports the rhetorical choices highlighted in the essay, and the author draws explicit connections between the two.
  - The author transitions smoothly from one point to the next.

Style and Conventions:
As with all class assignments, the style and conventions of your Rhetorical Analysis Essay should meet those of the genre. Since your rhetorical analysis is an academic essay, the tone and style should be appropriate for an academic audience.

Your rhetorical analysis should be grammatically correct and you should pay close attention to all conventions of standard, written English, especially those discussed in the Style and Conventions Seminar. Additionally,

- Your analysis essay should be typed and double-spaced, using Times New Roman, 12 pt font;
- Have your last name and page number in the upper right-hand corner of each page.
Hierarchy of Rhetorical Concerns for Feedback and Evaluation: Photo Essay & Rhetorical Analysis

Your assignment will be evaluated based on the following hierarchy of rhetorical concerns and the extent to which the assignment effectively achieves its purpose with its audience in the given context. The following questions will be used to guide the feedback and evaluation of the assignment.

**PURPOSE and FOCUS**

- Does the Photo Essay work as a persuasive text geared toward a specific stakeholder, and clearly reflect the authors thesis?
- Does the author work to achieve their purpose, in their rhetorical analysis, by analyzing the rhetorical situation of their Photo Essay by considering the rhetorical choices that they made as an author?
- Is the author’s focus clear to the audience through an articulation of their rhetorical choices in their analysis?

**DEVELOPMENT for AUDIENCE**

- Does the author of the Photo Essay carefully consider their audience’s needs, values, and knowledge on the issue, relying on at least two rhetorical appeals, and developing their ideas by including three supporting points, a counterargument, credible cited evidence, and a Works Cited page?
- Does the author of the Rhetorical Analysis develop their ideas by providing their audience with information about their purpose and intended audience?
- Does the author develop their analysis by offering examples of choices they have made in order to help them achieve their purpose for their audience?
- Does the author reference specific evidence from their Photo Essay in order to support their choices?
- Does the author explain how these choices appeal specifically to their intended audience?

**GENRE and ORGANIZATION**

- Does the Photo Essay include at least five photographs, two of which are taken by the author? Does each photo support the purpose of the essay, as well as include a 2-3 sentence explanation and a caption?
- Does the author of the Rhetorical Analysis meet the requirements of this genre by organizing their essay in a way that allows their reader to follow them?
- Are the important ideas such as claim, audience, and rhetorical choices clearly stated and consistent?
- Does the author make smooth transitions from one idea to the next?

**STYLE and CONVENTIONS**

- Are the photos of a high quality and purposeful (i.e. not fuzzy or taken at random?)
- Is the text grammatically correct and written in standard English? Does the author use correct MLA citation conventions?
- Does your essay follow appropriate formatting guidelines (12pt Times New Roman font, appropriate headings, etc.)
Grading Criteria

An "A" (excellent) Photo Essay & Rhetorical Analysis (90% +):

- will clearly present the author's argument through the presentation of at least five high quality and purposeful photos (two of which are taken by the author,) and a 2-3 sentence explanation for each photo.
- will develop the main ideas by including three supporting points, a counterargument, credible cited evidence, and a Works Cited page.
- will provide the audience with information about purpose and intended audience of the Photo Essay.
- will offer specific examples of rhetorical choices made in order to help the author achieve their purpose, and will explain how these choices appeal specifically to the intended audience.
- will be organized in a way that allows the reader to follow the author, and makes smooth transitions from one idea to the next.
- will be grammatically correct and written in standard English, adhere to correct MLA standards, and follow appropriate formatting guidelines.

A "B" (good) Photo Essay & Rhetorical Analysis (80% +):

- will present the author's general argument through the presentation of at least five purposeful photos (two of which are taken by the author,) and a 2-3 sentence explanation. The connection between the photos and the author's thesis may not be fully articulated through the explanations.
- will develop the main ideas by including three supporting points, a counterargument, credible cited evidence, and a Works Cited page. However, it may not be entirely clear how the supporting ideas work to prove the author's thesis. The counterargument might not be fully or completely addressed.
- will provide the audience with information about purpose and intended audience of the Photo Essay, however either the purpose or intended audience might need to be more specific or explicitly stated.
- will offer specific examples of choices made in order to help the author achieve their purpose for their audience, though it might not be clear how these choices work to appeal to the author’s specific intended audience.
- will be organized in a way that allows the reader to follow the analysis. Some of the transitions might be more smoothly executed.
- will be grammatically correct and written in standard English, adhere to correct MLA standards, and follow appropriate formatting guidelines. There may be a few errors in one or two of these categories.

"C" (satisfactory) Photo Essay & Rhetorical Analysis (70% +):

- will present the author's general argument through the presentation of at least five photos (two of which are taken by the author,) and a 2-3 sentence explanation. The author's thesis might not be entirely clear. The explanations may be incoherent or fail to articulate the connection between image and thesis.
- will develop the main ideas by including three supporting points, a counterargument, credible cited evidence, and a Works Cited page. However, it might not be clear how the supporting ideas work to prove the author’s thesis. Additionally, the counterargument might not be fully or completely addressed. A good deal of the evidence might be cited incorrectly or not at all. One or two of these elements might be missing from this argument altogether.
- will provide the audience with some information about purpose and intended audience of the Photo Essay, however these ideas might be vague, not fully articulated or missing altogether.
- will offer examples of choices, though these choices may be poorly described, and it is unclear how these choices work to appeal to the author’s specific intended audience.
- will be readable, but it might lack a certain level of organization. The essay may fail to articulate coherent transitions.
- may have quite a few grammatical, MLA, or formatting errors.
A "D" (poor) Photo Essay & Rhetorical Analysis (60% +):

- will show an attempt towards the assignment goals that has fallen short.
- will not communicate the assignment's purpose (persuasion and rhetorical analysis) effectively.
- may be missing significant components of the assignment.
- may fail to use evidence properly.

An "F" (failing) Photo Essay & Rhetorical Analysis (below 59%):

- Ignores the assignments requirements
- Or is unreadable due to language or coherence problems
- Or contains significant problems with academic integrity.