**Multimodal Analysis**

**The Task**

Your task is to analyze an example of multimodal rhetoric, following the patterns we’ve used throughout this semester to analyze texts and models. You can choose an artifact of your choice, but be sure you can explain what makes it multimodal (i.e., how it uses more than one mode to communicate its message).

**Purpose and Format**

The purpose of this assignment is to help you understand the way rhetors use modes beyond alphabetic text to communicate, to gain a thorough understanding of how multimodal arguments persuade and then clearly present your knowledge in a brief write-up. Because this is an analysis, you must not only provide evidence, but also analyze it (meaning explain why and how), identifying specific elements of your artifact. This analysis will help you in crafting your own multimodal text. Your audience is yourself and your classmates, a group of individuals invested in better understanding multimodal arguments.

The first step is to analyze the rhetorical situation (GRAPE). Be sure to consider *why* and *how*, as in how do you know who the audience is, why might that be the artifact’s audience, etc. After analyzing the rhetorical situation, consider the argument being made by identifying the artifact’s claim, reason, and assumption. (The results of this analysis would make a good introduction to your essay for this assignment.)

Next, analyze and explain how the rhetor accomplishes their purpose with their audience by answering the following questions (provide evidence for each response):

* How does the artifact’s argument appeal to the audience? (think back to MW ch. 7)
* What kind of character does the rhetor convey to the audience through this artifact? How do you know? (think back to MW ch. 8)
* How does this artifact engage the audience emotionally? (think back to MW ch. 9)

These next questions may aid you in providing evidence for the previous questions:

* What alphabetic text does the artifact use? How does that text impact the audience? Does it contain a metaphor? Is it amplified or subdued? Does it create imagery? Does it use repetition? Does it use interesting punctuation? (Think back to MW ch. 11)
* Is there any audio component? What kind of a mood does the audio create? How?
* Are there other visuals besides words? What effect do they have on the audience?
* How does contrast, repetition, alignment, and proximity effect the audience?

Your responses to these questions should form the bulk of the essay for this assignment. You could consider briefly discussing in your conclusion what makes multimodal arguments effective in certain rhetorical situations.

Your analysis will be double-spaced and roughly 500 words. Any reference to outside information (including the artifact itself) must also be cited with correct MLA in-text citations and a properly formatted works cited page.

**Grading**

Your analysis will be graded based on the quality and thoughtfulness of your writing, how well you followed the instructions, and your capacity to effectively analyze your artifact. Excessive errors in spelling, grammar, or punctuation will result in deductions. Your job is to convince me that your chosen artifact is (or isn’t) rhetorically effective and succeeds in its purpose by analyzing key evidence from the article itself.