

Media Analysis

Length: Dependent upon genre

Draft Due Date: September 19, 2024 by 11:59 p.m. Eastern Time

Final Due Date: October 8, 2024 by 11:59 p.m. Eastern Time

Purpose:

In this course, you explore writing and other forms of composition as a social, rhetorical process that takes into account your identities and those of your audience members; the contexts in which you understand, create, and share work; and the merits and limitations of various forms of communication for serving particular purposes. I would like you to apply this knowledge to analyzing an episode of a medical drama. The skills used and developed in this assignment are important to knowing how to assess information critically and communicate ethically and effectively. The assignment responds to the following course goals:

- 1) engage with the work of others
- 2) situate writing for specific audiences
- 3) transfer writing knowledge into situations beyond WRT 101.

Audience:

Consider potential interested audiences for your work and choose one to your liking. Your final composition should be created according to the needs and demands of your chosen audience (not just the information but the design elements).

Task:

1) Pick an episode of a medical drama, watch it, and analyze it to respond to the following questions: What 'arguments' does the episode make? Which messages are communicated explicitly and which are communicated implicitly? How does the genre function in communicating these messages (e.g. vs. another genre)? How do design elements such as music and other sounds, gesture, clothing, still imaging, setting/scenery function rhetorically? (Remember to think about rhetorical appeals and Kairos.) You can choose a medical drama covered in class, but not one of the episodes listed on the syllabus.

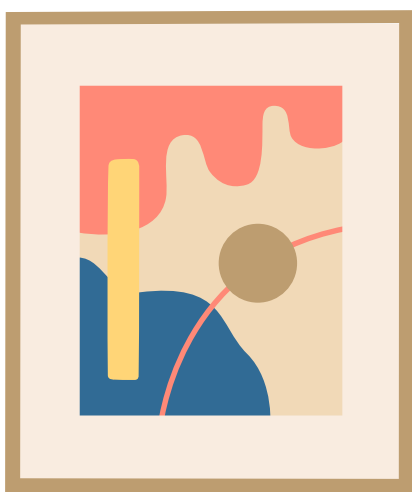
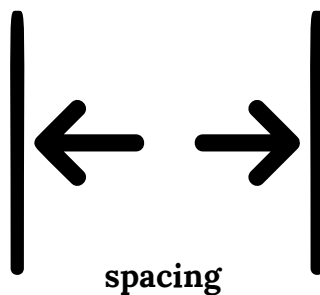
2) Synthesize your findings into one or more meaningful observations/arguments. (In other words, tell the audience the “so what?” of your analysis.)

3) Communicate your findings and the “so what?” in your own chosen form of media (screencast, video podcast, visual map, infographic, series of social media posts, etc.). Please also submit a two-page (double-spaced) explanation of your design decisions.

Evaluation Criteria:

- Depth and quality of the media analysis
- Application of relevant theoretical concepts discussed in class (rhetorical triangle, rhetorical appeals, Kairos)
- Clear takeaway/response to “so what?”
- Clarity and cohesion of final representation
- Inclusion of all parts of the assignment
- Use of creative title that represents your work and aligns with your genre

Remember....



artwork (of any kind)



color scheme



photography/still images