

English 101. Introductory Writing

Dr. Leeann Hunter, *Washington State University*

Attendance and Professionalism (15%)

Unit I (10%)

Visual Rhetoric & Consumer Culture

1.1 Rhetorical Analysis

Choose a set of three advertisements for products you currently use. Choose one ad to analyze how the content and design choices produce a specific effect for an intended audience.

10 points

1.2 Brand Research

Perform some basic internet research on the company that owns the product ad you analyzed. Describe and evaluate the ethos of the company.

10 points

1.3 Consumer Essay

Write a 1500-word essay about your relationship with the product and company you have analyzed and researched. What factors tend to drive your consumer decisions and preferences?

100 points

Unit II (10%)

Oral Rhetoric & Invention Mobs

2.1 Campus Research

In groups, identify a social issue and possible responses / contributions to that issue. Make a plan to collect at least 15 contributions (friends, acquaintances, campus strangers).

10 points

2.2 Presentation

In groups, create a Prezi presentation: 15 total contributions, 750-word narrative of purpose, process, and challenges. Prepare a formal presentation for class.

10 points

2.3 Community Essay

Individually, write a 1500-word essay on the topic: "characterize the strengths and weaknesses of campus culture from a single point of view." Your point of view should stem from the invention mobs, as well as your own observations about cultural diversity, gender issues, academic culture, social life, peer relations, etc.

100 points

Unit III (15%)

Professional Rhetoric & Research

3.1 Research & Development

Compile a list of 8 sources on your research topic. Draw from a variety of sources, including journals, books, magazines, and web sites.

10 points

3.2 Annotated Bibliography

Annotate 3 of your sources. Annotations include: a summary of the author's argument and an analysis of that argument.

10 points

3.3 Professional Essay

Generate a 2500-word research essay that draws upon your field sources from the invention mobs, your creative activity, and your scholarly research.

100 points