

Example Assignment: Found Rhetoric Video Essay

Introduction & Description

Rhetoric is visible anywhere we look. In this assignment, you will be tasked with locating at least two pieces of **digital** “found rhetoric” and analyzing these examples of rhetorical power in a video essay.

You may choose any format of rhetoric that you see as compelling and effective. This could be an advertisement, a TV show or movie, short-form video content from social media apps, PSAs, songs, articles, video games, etc.

Your goal will be to compare and contrast these sources in the ways they use rhetoric. Who is the audience of each source of rhetoric? Do both authors use certain appeals? Does either author accomplish something the other does not?

It is recommended that you choose two “found rhetoric” pieces that relate to each other in some way. You want to make sure you are putting the examples of rhetoric in conversation with one another. So, two songs with lyrics about the same subject, two advertisements for similar products, or two shows with similar themes might all be good examples of possible choices.

Assignment

The video must meet the following requirements:

- 4-7 minutes in length
- Includes a mix of visual, auditory, and textual media
- Uploaded to Canvas as a .mp4 file

In addition to the video, you will be required to upload a Works Cited page with at least 4 outside sources you have used to enrich your analysis. Sources can be incorporated in a variety of ways and should ultimately help you make appeals toward credibility. The Works Cited page must be in MLA format.

The video should be a presentation of your ideas surrounding your sources of found rhetoric. It is expected that your video includes images, audio and video clips, text, and other formats of idea presentation. Because this is a video essay, you should be actively making arguments about the effectiveness of the examples you are analyzing. Think of it as a written essay, but with a presentation format that is more interactive and engaging for viewers.

Your final product should demonstrate time spent designing your video, including the use of editing software to refine your video.