

RHETORICAL RATIONALE

Project 3: Remediation/Remix (250 points)

REMEMBER: rhetorical rationales are your opportunity to articulate your rhetorical choices and, **more importantly**, to defend and justify those choices in order to illustrate how the creation of your project was intentional and rhetorically informed.

1. Transformation (50 points)

- Is your project a **remediation**, a **remix**, or **both**, and why?
- What **old/antecedent** text(s) did you remediate/remix and why?
- How is your project **transformative**; that is, how does it create new meaning and/or provide a new “reading” experience? Put another way, how did you ensure that your project wasn’t derivative? In short, defend the transformative nature of your project.

2. Purpose and So What? Factor (30 points)

- What is the **purpose** of your text? Said otherwise, what is your **rhetorical objective**; what is your **aim** and **goal** in creating this text (other than to complete an assignment and earn a grade)?
- What is your **“So What? Factor”**? In other words, what does your project **offer** and why does it **matter**, how is it **relevant**, what **contribution(s)** does it make, and why should your target audience(s) **care** about your project?

3. Audience Awareness (20 points)

- Whom is your **audience(s)**, and why are they appropriate to target given your rhetorical objective?
- How did you **identify** (explicitly and/or tacitly), **address**, and/or **appeal** to your audience(s)?
- Does your audience(s) need to be **familiar with the old/antecedent text(s)** to understand your project—why yes and/or no?
- How did you **incentivize** your audience in ways that **invested** them in your project?

4. Style (20 points)

- What **style(s)** did you use in terms of
 - **writing/speech**,
 - **color scheme**, and/or
 - **typography** (size, color, and font of words)—and why?

5. Arrangement (20 points)

- How did you arrange your text in terms of **organization**, and how does it facilitate a sense of **coherence**?
- How did you use your available **white space**?
- How, if at all, did you **preview** your contents to your audience?

- How did the act/practice of remediation/remix inform and effect how you arranged your text?

6. Genre (20 points)

- What **genre** (i.e., text type) did you work in, and why was that an **appropriate** genre given your exigence, audience, and purpose?
- How did you attend to and incorporate the **conventions** (e.g., implied audience, implied exigence, subject matter, level of detail, vocabulary, tense, form, purpose, identity) common to and expected of that genre?
- What is the **genre(s) of the old/antecedent text(s)**? Is it different from the genre of your project?

7. Media Affordances and Constraints (20 points)

- What **medium** (print or digital) did you use to deliver this project and why?
 - **If digital**, what platform(s) (e.g., YouTube, Vimeo, Tumblr, Instagram, Imgur, Facebook, Twitter, Wix, Weebly, Snapchat, Reddit, WordPress, Blogger, Prezi, Storybird, Soundcloud, Piktochart, Canva, etc.), if any, did you use to house this project and why?
- What medium (and, if pertinent, platform) was used to deliver the **original/antecedent text(s)**? Is it different from the one used to deliver your project?
- What **composing tools** did you use to create your text and why?
- How did you **circulate** your project? Did you use more than one distribution channel (e.g., email, Facebook, Reddit, Twitter, #hashtags), and if so, why and how? If possible, **provide some evidence** (e.g., a screen capture) that you completed the rhetorical transaction between rhetor (you) and your audience(s). Or, **provide a plan for future circulation** and defend that plan.

8. Fair Use (20 points)

- How does your project qualify for **Fair Use** (or did you use your own materials and/or texts available in the public domain)? In other words, make an argument (or, since this has to do with legality, **make a case**) for why your project should be covered by Fair Use (or for why you don't need to make a defense for Fair Use).
 - Toward that end, make sure you speak to **all four factors** of Fair Use: (1) **purpose**, (2) **nature**, (3) **amount**, and (4) **marketplace** (and if you need a description of Fair Use and the four factor test, check out the "Fair Use Description and Criteria" document in the Additional Materials folder within the Course Library on Blackboard).
- Did you **cite your sources** properly (read: *ethically* and *consistently*)?

9. Rationale (50 points)

10. Reflection

- Sometimes, teachers forget to ask this: **what did *you* learn from doing this project** (about technologies, about remediation and remix, about creativity

and originality, about copyright and fair use, about circulation, about composing, about working in a particular genre, about appealing to an audience, about using different composing tools, etc.)?

- If you had more time and/or could re-do this project, what might you **revise, change, and do differently**?
- In what ways was this project similar to a traditional academic essay and in what ways was it different? Which do you prefer composing and why?

II. Additional

- Did you run into any complications/limitations/problems with this project that you want me to know about?
- Is there anything else you would like to tell me/explain to me about your project?