Video Argument

What: You will create a 3-5 minute video, presenting an argument on the topic of your choice. Your video must be original—using footage you have collected on your own time—and should both establish your position on a specific issue and attempt to persuade a specific audience. This project is an opportunity to showcase your rhetorical skill by consciously employing the strategies and appeals discussed in class.

Why: As scholars, it's imperative that we learn how to write well-reasoned and supported arguments that are engaging and persuasive. But as 21st century citizens, we also compose and read regularly in a number of modes that have different approaches in communicating (including print and non-print texts). Writing today requires careful selection and integration of multiple media elements, so this project challenges you to apply your writing skills as well as your knowledge of visual and aural rhetoric in order to create an effective text. This assignment will also prepare you for the research-based argument you will write later this semester.

How: *Begin* by choosing a subject that interests you. It can be a topic you are personally invested in, or something that we've discussed in class. Either way, I urge you to choose something that you are passionate about and/or can have fun with. However, **I will not accept** any projects on the following topics: abortion, gun control, legalization of drugs, or any argument based primarily on opinion or subjective criteria. Although these topics might be relevant and important to you, I want you to focus on topics that can be backed up with research and scientific evidence for the purpose of this class.

Next you will want to consider a video genre appropriate for the topic and your intended audience. In approaching this project, feel free to make up your own word, slogan, product, or persona and use it to persuade your audience to think, feel, or do something. The form you choose is up to you; some options you may want to consider (but should not feel limited to choose from) are:
- Documentary
- Narrative short-film
- Public Service Announcement
- News/commentary program
- Music video
- Commercial or infomercial parody
- Instructional video
- Cartoon
- An idea you come up with

You may **NOT** create:
- A slideshow style –i.e. PowerPoint or Prezi--video

Once you've chosen a topic and appropriate video genre, you'll need to flesh out your stance and approach, as well as what you know about the rhetorical situation. Consider:
- Who/what will be your audience(s), context, genre, exigencies, constraints, stance, design, and purpose?
- What is your specific position on the issue and why is it important?
- What is your ultimate goal in creating this piece of rhetoric?
- What are the pros and cons of your argument? Do you have supporting evidence or counter arguments to address?
- What rhetorical devices do you want to employ?

- How will you use different appeals (ethos, pathos, logos) to persuade your audience?

Next, you'll want to create a detailed **script** and **storyboard** for your project. A **script** will help you develop your argument through scenes, narration, actor dialogue, and scene-text. A **storyboard** will help you map out the visual shots you need in your video, and pair them with corresponding parts of the script, as well as any music or graphics you want to add. Remember to revise and edit both the script and the storyboard; these guides will ensure you're capturing the footage you need.

When your script and storyboard are complete, you're ready to begin filming.

Requirements:
- **A self-contained, original video** that includes:
  - A logical, developed, persuasive argument
  - A clear focus that takes a specific position on an arguable topic
  - Consciously employed rhetorical devices in order to persuade your audience to do, think, or feel something
  - A strong sense of audience
  - A clear ethos
  - A coherent organizational structure or design that makes sense for the genre
  - Proofreading and proper formatting for the genre
  - Final credits that cite any sources used

WHEN:

Topic Write-up Due: Tuesday, February 21 in class. Handwritten or typed and printed 150-200 word write-up with two topic ideas (first and second choices) and how you think you might present your argument about it in a video.

Script and Storyboard Due: Tuesday, February 28. We have conferences on the 28th, so no class, but you need to post an electronic copy of your script (Word Document [.docx] only!) to iCollege by 11:59 pm. Also, post a photo or scan of your storyboard to iCollege by 11:59 pm**.**

Final Draft Due: Video needs to be posted to iCollege by March 5 at 11:59 pm