

552 - Lab 1

26/02/2024

Guidelines

Due tonight (Feb 26) by 11:59PM on Canvas!!

You may work in your preferred medium (Microsoft word, notepad, Rmarkdown, etc, etc) as long as the outputted and submitted file is of a commonly readable form (html, pdf, etc) and is well-organized (see rubric below).

You may work alone or in teams of 2 (maximum), but everyone must submit a file to Canvas. Please include the names of all team members at the top of your submission so that the TA is not forced to mark duplicates.

Rubric

Marked for each task...

Content

Marks	Assessment	Description
5	Excellent	The response is thorough and insightful. It demonstrates a nuanced understanding of the rhetorical situation and clearly communicates that understanding.
4	Good	The response effectively identifies key elements of the rhetorical situation but may not fully elaborate on their interconnections or the implications thereof.
3	Satisfactory	The response shows an adequate understanding and identification of the rhetorical situation but does not delve into finer details or implications.
2	Unsatisfactory	The response identifies some aspects of the rhetorical situation but fails to form a cohesive understanding, missing out on key elements or connections.
1	Poor	The response either hardly discusses the rhetorical situation or the discussion is incorrect or irrelevant, showing a lack of understanding.

Presentation

Marks	Assessment	Description
5	Excellent	Well-organized, consistent font/format, easily readable format, clear and concise writing
4	Good	Pretty well-organized, consistent font/format, easily readable format, easily understood writing
3	Satisfactory	Okay organization, maybe some inconsistencies font/format, readable format, some minor difficulty understanding writing
2	Unsatisfactory	Organization needs work, some font/format issues, hard-to-follow format, hard-to-follow writing
1	Poor	No effort to make the content understandable to another human being, poor writing/organization

Tasks

Task 1

For the links that follow below, please consume the communication and answer the following questions (1-2 sentences each)

- What is/are your reaction(s)?
- What are some variables discussed? what are some potential variables missed?
- What is the broader context in which the information is presented to the audience?
- Identify any potential biases present.

1.) Happiest large cities in Canada <https://www.ctvnews.ca/lifestyle/these-are-the-happiest-large-cities-in-canada-according-to-a-new-report-1.6391746>

2.) Glasses in hotel rooms <https://www.indy100.com/viral/hotel-glasses-secrets-revealed-tiktok-b1868664>

Task 2

Consider the rhetorical situations shared with you in the slide deck in Canvas. Choose either the top two or the bottom two. Contrast the two rhetorical situations and:

- Analyze the audience specified in your chosen situation. Discuss their potential needs, preferences.
- How can the intended communication could be tailored for each situation for maximum impact?
- Outline any persuasive appeals (specially pathos, and logos) you would use.