<u>Week 3 – Lesson Plan/Script</u>

Goals:
- Review takeaways and patterns present in Professional Email assignment
- Review Assignment Reflection for Professional Email and discuss any concerns or questions
- Review Statement of Purpose for Digital Interface Analysis – overview of assignment, my expectations, answer qs
- Discuss critical reading ("looking through" vs. "looking at") and how we will practice critical reading in this course

Objectives/SWBAT:
- Articulate and discuss the principles of "critical reading" and how it differs from simply "reading"
- Articulate (in writing and in discussion) a critical analysis of a digital text (i.e.: spacejam.com)

<u>Lecture</u>
- **Review: Assignment Reflection prompt**
    - Ask: have you guys had a chance to look at this prompt?
    - These are not heavily weighted assignments – but before you work on your next task, you should reflect on what you did for *this* one: what worked, what didn't, etc.
        - This is part of your "Short Assignments" grade in this course – a small part, but assignments like this add up
    - The questions in the assignment are *guidelines*. You don't have to answer every one, but your reflection should have some structure to it.
- **Review: Digital Interface Analysis Prompt**
    - Stress how they should be utilizing the skills they've read in readings and that we will practice in class: separating text from rhetoric, observing audience/purpose/context, looking *at* the text as opposed to simply looking *through* it.
    - We'll be going over strategies for critically reading websites today…and will be discussing more general essay writing strategies next week and the week after
- **Review: SOP (for DIA)**
    - Note that this is a pretty quick assignment, too. Not asking you to have every single thing mapped out – but you should know your topic/website/platform of

choice, you should have an understanding of the audience for the paper, the purpose you're trying to achieve, and what the context for the assignment is.

- o Note: Yes, the answer to a lot of these questions is "Riker's the audience, Riker told me to do it, I'm doing it to get a good grade," but think of this as an exercise. Think outside the bounds of our class

- o Note that this isn't a "project plan." I'm not asking you to give a schedule of when you'll work on what thing. Rather, I'm asking you to map your thinking and map the goal of the assignment itself.

- NOTE: Maybe stop at like 2:50. Leave enough time for the rest of class
- [Review material on slides]

Discussion

- [Take roll]
- Solicit questions about anything: Reflection, SOP, the Digital Interface Analysis Prompt in general
- **Freewriting Exercise:**
  - o [Game-time decision. Some ideas:]
    - What's your favorite website? Why?
    - What's your social media platform of choice? Why? Don't even have to use the language of the class. What do you like about it? Why do you keep coming back?
    - Go to your browser history and pull up the last website you looked at. Describe it. [THIS MAY BE BETTER FOR NEXT WEEK…?]
- **Space Jam Exercise:**
  - o [Give them like 10 minutes] Look over spacejam.com. Play around with everything.
    - This website is a "text." In the next ten minutes, I want you to critically read the text that is spacejam.com
    - As you do, note: who is the audience, what is the purpose, what is the context
      - For context: You may need to do some research!
    - "Look Through," then "Look At," and note the things that you notice when you do each
    - Reference the "Seven Strategies" for reading critically in *Writing Today* (Ch. 4, p. 31). Use those seven strategies as you look at this text. Use it to guide your critical reading of it
- **Discussion Following Exercise:**

- o Some things to guide them towards:
    - The discrepancies between the target audience and the way in which the website is put together (a *lot* of text! Very detail biographies! What kid is going to read that?)
    - The vagaries of the purpose
    - The context: MJ's early retirement and then-unretirement, etc.
    - Look at the "Looking At" bullet points: Org and Style, Motives and Values, Reasoning and Evidence, Design Features, Voice and Tone, Cultural References, Choice of Medium
        - What do each of these choices do? What effect do they have? How do they allow you to understand the website?
    - Ethos/Logos/Pathos: Which are deployed? How are they deployed? This is a bit trickier, because nothing's really being argued explicitly…but any text always contains implicit arguments through its rhetoric.
    - Different contextualizations: Cultural Context, Ethical Context, Political Context. See Writing Today, 36.