

In this essay you will collect primary evidence from the afterlife of your documentary – the stuff people make and remake as a way of meditating on and responding to the ideas in a film. These artifacts help to illuminate the potential cultural exigencies – what makes it timely and relevant – of a film. There are two useful approaches to analyzing such artifacts: *immanent reading* and *historical contextualization*. The first sees artworks as containing the tensions and blind spots of their historical moment; instead of using historical knowledge to explain the text, this approach uses the text to examine history. The second uses historical knowledge to make sense of a text and perhaps to resolve its contradictions. For this essay you are to collect **three (3) cultural artifacts** that grew out of your documentary and make an arguable claim about a trend you see between the three.

Step One: Collecting Popular Culture

A good place to start collecting is first Wikipedia, to get a sense of the reception of the film and its cultural references, and then YouTube. Keep track of what you find; you must post at least three, but do post as many as you think interesting to your Omeka website (including the MLA bibliographic citation for each as best you can). Make sure to consider the sources of your materials (see *The Film Experience* pp. 457-8). Selecting multiples of the same kind (i.e., three posters, three trailers, etc.) tends to help with synthesis. Here are a few ideas of where to start, but there is no limit to what kinds of things you could explore:

- ✦ Posters and Fan Art
- ✦ Fan Fiction
- ✦ Trailer Recuts
- ✦ Video Mash-Ups
- ✦ Parodies (i.e., a *The Simpsons* episode, etc.)
- ✦ Other pop culture references

Step Two: Analyzing Cultural Products

Select the three most compelling artifacts for your essay. When selecting, consider how each speak to one another. Around what central theme do they revolve? What issue, virtue, or argument do they seem to all be invested? As ever, organization is key – a potential outline:

- a) *Introduction* (1¶): Get us up to speed – what has happened since the initial airing of the documentary? What kinds of materials did you select? What seems to be their intended audience? Sketch a picture for your reader to introduce them to the topic of the artifacts. Conclude with the thesis statement – the arguable claim that links your pieces together.
- b) *Analysis* (3¶): Using the concept of *immanent reading* as your guide, deconstruct your artifact (who, what where, when, why, how). Consider each of its details and then its relation to the film. What do each of these suggest about a problem or impact of the film? The magic here will be in the details.
- c) *Counterclaims* (1¶): Start synthesizing the three artifacts by first considering their radical differences. Compare and contrast not only the visibility of the artifacts, but also the medium of their distribution. What affordances¹ does a fan poster allow as compared to a parody?
- d) *Conclusion* (1¶): What do your artifacts say when you put them side-by-side? What argument are they making if they shared a collective voice?

Deadlines

- ✦ By **September 26** post as many of the artifacts as possible to your [Omeka](#) website as “items.” (Make sure to include the MLA bibliographic citation somewhere in the item entry.) Then create a “Collection” grouping together the items that seem to tell a particular story. (*Over*)

Omeka Exhibit: Mediation Essay

- ✦ By **September 27** submit your essay (2-3 pages) to [Compass](#) as well as bring a hard copy to submit in class. Make sure to include a Works Cited page following the MLA format (p. 561 in *The Film Experience*) and guidelines in the syllabus.

Omeka Tips & Tricks

- Check out the how-to guide: <http://tinyurl.com/d22m3do>
- See the sample website: <http://tavaresengl104.omeka.net>

Student Name: [Sample Rubric]

Final Grade:

Criteria	Superior	Satisfactory	Adequate	Unsatisfactory	Unacceptable
1) A central and specific <i>arguable claim</i> , which is clearly articulated in the introduction, and sustained throughout the paper.					
2) Addresses all <i>assignment</i> components, including: <ul style="list-style-type: none">• Uses three (3) pieces of informal primary evidence.• Informal primary evidence is unified under some category.• Corresponding online posts have been made to <i>Omeka</i>.					
3) Sustains thoughtful <i>analysis</i> and effectively employs <i>evidence</i> .					
4) At the sentence level as well as a whole, the essay is clearly <i>organized</i> and follows a logical progression.					
5) <i>Format, mechanics</i> , and <i>proofreading</i> meet course standards, including a Works Cited page.					

Comments:

¹ Affordance (noun): a property of an object relating to its potential utility; a quality or utility that is readily apparent or available.