**INTRODUCTION**

* Introduction (include attention-getting, descriptive title) (~1.5-2 pages)
  + Develop Opening Material
    - *Essay 1&2 opening material remix*
  + Pose a thesis (multiple sentences)
    - *It is important to consider political memes as powerful pieces of rhetoric because they have the potential to influence the ways people view political figures.*
    - Create argument about why case study matters for rhetorical studies
      * Include research question
        + *How do memes representing President Donald Trump and Hillary Clinton rely on humor and gendered arguments to visually present these candidates and their potential leadership to online audiences*?
  + Offer a preview/roadmap of main essay sections (multiple sentences)
    - *For this paper, I will first review the context surrounding my study as well as the rhetorical perspective I will be using to examine these political memes. I will then analyze and interpret my selected artifacts. Finally, I will summarize my main arguments and answer the research question stated earlier in this paper.*

**Context and Rhetorical Perspective**

* Context and Rhetorical Perspective (4 - 6pages)
  + Context - **The 2016 Presidential Elections** (heading title)
  + Rhetorical Perspective - **Visual Rhetoric as a perspective** (heading title) **-** key things of visual rhetoric that will be useful to analyze my memes.
    - Remix essay two, including any revisions required based on essay two feedback
    - Determine order for describing context and perspective (i.e. what goes first and second)
      * Describe how your case study resonates with/contributes to the context and rhetorical perspective(s)
        + *How political memes contribute to context/rhetorical perspectives*
      * Discus audience and circulation
        + *Target audience: U.S. voters who use social media on a daily basis*.
        + *Circulation: Memes circulated through social media platforms and had a Darwinist like life cycle. They spread across social media sites such as Twitter, Facebook, Instagram, Ifunny and Reddit.*

**Analysis**

* Analysis (5-6 Pages)
  + Analyze and interpret selected artifacts using detailed evidence
    - Opening p that says that there are multiple themes that can be analyzed but these two appealed to me the most. (Road map)
      * Analyze these aspects of my memes… help answer research question (unpack the textual, explain why they are humorous or gendered then tie it in with image). Explain order of why I am looking at the image first then text.
      * How is humor used in these memes?
      * Gendered roles
    - *Use and remix some of the analysis I have from my first paper but add more to it.*
  + Use direct quotations or vivid descriptions, if analyzing visuals, for every example; then, describe what’s happening in that passage/section (i.e. what are those studied rhetorical fragments/elements doing?), then, explain why you think that observation is significant.
    - *Go into depth describing every significant detail of the political memes.*

**Discussion/Conclusion paragraph**

* Discussion (3-4 pages)
  + Summarize main arguments and essay components
  + Answer your research question and issue a judgment/evaluation of the studied artifacts
    - *How do memes representing President Donald Trump and Hillary Clinton rely on visual to present these candidates and their potential leadership to online audiences*?
  + Discuss implications (i.e why case study matters for rhetorical studies, especially as it relates to your insights and findings)
    - Case study matters because … shapes understandings
  + Suggest direction for future research
    - What other research could be used on memes. (brief paragraph or couple of sentences). What other research could be inspired by my case study
  + Offer a strong conclusion
* References page with minimum of 10 sources (not included in 13-16 essay page requirement)