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CCM 220W

November 16, 2017

2016 Presidential Meme Wars

OUTLINE

o Introduction (include attention-getting, descriptive title) (~1.5-2 pages) o Develop opening material

o Pose a thesis (multiple sentences)

▪ Create argument about why case study matters for rhetorical studies

• Include research question

o Offer a preview/roadmap of main essay sections (multiple sentences)

o Context and Rhetorical Perspective(s) (~4 pages)

o Remix essay two, including any revisions required based on essay two feedback

▪ Determine order for describing context and perspective(s) (i.e. what goes first and second)

• Describe how your case study resonates with/contributes to the context and rhetorical perspective(s)

• Discuss audience and circulation o Analysis (~5-6 pages)

o Analyze and interpret selected artifact(s) using detailed evidence

o 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

o Discussion (~3-4 pages)

o Summarize main argument and essay components

o Answer your research question and issue a judgment/evaluation of the studied

artifact(s)

o Discuss implications (i.e. why case study matters for rhetorical studies, especially as

it relates to your insights and findings) o Suggest directions for future research o Offer a strong conclusion

o References page with minimum of 10 sources (not included in 13-16 essay page requirement)