Essay 2 Outline

* Introduction (Include a clever, relevant title)
  + Opening Material
  + Thesis Statement
    - Argument about why what you are studying matters
      * It is important to consider memes as powerful pieces of rhetoric because they have the power to shape the way people feel about a specific issue.
  + Preview
    - Two parts of essay
      * Political, social, and/or historical significance of artifact(s)
      * Perspective/theoretical orientation.
        + Metaphor:
        + Visual Rhetoric:
* Part 1 (Remixes portions of Essay 1/case-study proposal)
  + Remixed description
    - The 2016 Presidential Election went down in the books as one of the most bizarre and controversial in U.S. history. The disappointing result left millions of Americans scratching their heads and asking themselves how Donald Trump became the 45th president of United States, despite his sexual misconduct allegations, hateful rhetoric, and the links between his associates to Russian officials.
  + Additional context to show political, historical, and/or social significance of artifacts(s)
    - Memes could have shaped the way some voters viewed the Presidential Election.
    - Political memes are seen by millions of people around the United States.
  + Discuss audiences and circulation of artifact(s)
    - Target Audience: US voters who use social media on a daily basis.
    - Circulation: Memes circulate through social media platforms such as Twitter, Facebook, Instagram, IFunny and Reddit. They tend to originate in Twitter, Reddit or Facebook.
* Part 2: Introduce new content, except for research question
  + State research question (same or revised version from Essay 1, based on feedback)
    - How did memes contribute to Donald Trump’s victory and Hillary Clinton’s defeat in the 2016 U.S. Presidential Election?
  + Describe selected perspective/theoretical orientation
  + Summarize what others have written about this perspective, selecting the most important and relevant arguments/findings (3-4 scholarly articles); then, discuss at what point/around what interest or issue am I joining the conversation.
* Conclusion
  + Summarize main argument and essay components
  + Offer a strong concluding statement
* Works Cited/References page with minimum of eight sources.