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CCM 220W

Professor de Onis

October 9, 2017

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.
        + Specify the types of memes/how

Words, images, ethos in those images

* + Preview
    - Two parts of essay
      * Political, social, and/or historical significance of artifact(s)
        + The artifacts that I will be using in my essay where popular memes that were heavily circulated across all of the social media platforms.
        + The memes have political and social significance.
      * Perspective/theoretical orientation.
        + Metaphor: In political memes Donald Trump and Hillary Clinton are compared to funny cartoons and other memes.
        + Visual Rhetoric: Memes are 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.
    - Add more background information about Donald Trump and Hillary Clinton.
    - Donald Trump and Hillary Clinton accusations.
    - Importance of social media
  + 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?
    - OR How did memes shape the results of the 2016 U.S. Presidential Elections?
      * Or something in between those two.
  + Describe selected perspective/theoretical orientation

Metaphor and Visual Rhetoric are perfect rhetorical perspectives for my case study because some of the memes that I will be analyzing have some sort of metaphoric attribute. Visual Rhetoric and Metaphor also work together very well.

* + 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.
    - Use Cisneros’s article.
      * Cisneros writes about both metaphors and visual rhetoric. He argues how the media compares immigrants to pollution through photographs and videos. He talks about how camera angles and other cinematic effects that achieve this goal.
* Conclusion
  + Summarize main argument and essay components
    - Restate my thesis (remixed)
    - Wrap up main arguments.
    - Emphasize the importance of memes.
  + Offer a strong concluding statement
* Works Cited/References page with minimum of eight sources.
  + Cisneros (scholarly article)
  + 4 Meme photographs
    - 2 addressing Hillary Clinton
    - 2 addressing Donald Trump
  + Meme Wars article.
    - Article has some metaphoric content that I could possible use a rhetorical artifact.
  + 3 more scholarly articles.