ENC1102 MULTIMODAL RESEARCH PAPER – ESSAY 3

Topic
You will write a paper on a topic or question that has arisen while reading Margaret Atwood’s *The Handmaid’s Tale*. Your topic should be related to a social justice issue and to the novel. Keep in mind that Atwood (1998) asserted, “[T]here is nothing new about the society depicted in” the novel (316). Therefore, you may take a historical or contemporary perspective of your topic. I would like you to choose a topic that is different from your Essay 2 topic. You do not have to explicitly utilize the novel in your essay.

The Assignment
This essay and the presentation are 35% of your overall grade [30% for the paper; 5% for the presentation]. The essay will be 1625-2275 words long (5-7 pages) and will be written using APA formatting, abstract, in-text citations, and bibliography. Word/page length does not include bibliography or cover page; therefore, the total essay will be 7-10 pages in length. The essay will be written in third person. The primary audience of this essay will not be me; instead, you will determine to whom you are directing your argument. The essay will also incorporate an original visual element.

What is a Multimodal Essay?
Multimodal essays are just that – essays that use multiple modes of communication. In this increasingly digital world, knowing how to incorporate visual elements into your argument is fundamental; how many times have you read something online that does not contain a visual element? The answer is probably never! In fact, you probably already write multimodal texts all of the time. Ever use an emoji? If so, you have written a multimodal text (literally and figuratively!). While multimodal includes visual, audio, and other modes, for this essay, you will incorporate an original visual element.


Visual
Options for the visual argument are listed below, but you may incorporate any type of visual you wish. **All visuals must be original.** However, if you utilize any visual elements that are not your own in the creation of your original visual element, **you must cite them**. Cite all sources used in your visual (including yourself by using your pseudonym if applicable) in your bibliography. Free resources for creating these visuals are readily available through a Google search. Failure to cite the source(s) of your visual element will result in a grade of zero on the essay.

- Meme
- Photograph
- Powtoon
- Infographic
- Video (5 minutes max)
- Word Cloud
- Editorial cartoon
- Chart/graph
- Original Drawing

Multiple sources of information concerning creating visual arguments, including a textbook chapter, handouts created by other professors, and a PowerPoint are available as attachments in Course Materials/Essay 3. I STRONGLY recommend you utilize these resources. Two excellent places to start are [https://www.youtube.com/watch?v=a1r1-Jyfzk](https://www.youtube.com/watch?v=a1r1-Jyfzk) and [http://www.ablongman.com/html/productinfo/ramagebrief/ARAMA.09.pdf](http://www.ablongman.com/html/productinfo/ramagebrief/ARAMA.09.pdf).
Presentation – graded as a separate 5% of the overall essay category grade

During the last week of class, you will present your visual to the class. Presentations will be no more than 3 minutes each (unless you have created a video). The checklist below will be used to grade your presentation.

- Visual is clearly unique and original.
- Student stated thesis of essay. (20 points)
- Student identified the intended audience of the essay. (10 points)
- Student correctly explained the intended type of appeal (ethos/pathos/logos) of the visual. (10 points)
- Student explained how the visual is original. (20 points)
- Student discussed how the visual was used to support his/her argument. (10 points)
- Student discussed how *The Handmaid's Tale* influenced his/her essay topic. (20 points)
- Presentation was no more than 3 minutes without a video; no more than 8 minutes with a video.
- Presentation was well prepared, organized, and concise. (10 points)

Requirements:

- The requirement for this essay is 1625-2275 words long (5-7 pages). Please remember that grossly exceeding or not meeting the word length will result in losing at least 10%. Cover page, abstract, and bibliography do NOT count towards word/page length. (To determine accurate word length, select the essay content; then look at the bottom left of the screen; Microsoft will do the counting for you.) Students who aim for the lowest possible word count will receive a grade reflective of their effort.
- You will use APA formatting. Information about APA is available in Blackboard or at the end of this document. I am not requiring an author’s note on the cover page; I am also not requiring headings, but you may use them. Essays that utilize MLA will receive a grade of zero.
- The primary audience of this essay will not be me. You will determine to whom you are directing your argument.
- A good rule of thumb for sources is one per page; be prepared to read/view at least twice as many sources to find the best sources possible.
- Use the Academic Search Complete and Academic OneFile databases to begin your research. The databases Issues and Controversies and Opposing Viewpoints in Context will be excellent resources for some of your topics.
- Sources will include academic journals, news periodicals, government sites/legal documents, and/or visual such as videos. Use the databases and not Google. With few exceptions like [www.rainn.org](http://www.rainn.org), I would like you to refrain from using websites unless they are linked to a printed, published source. Limit your use of nonprofit sources. I expect your bibliography to contain a variety of credible sources.
- I strongly recommend you use the SLC Writing Lab, reference librarian, and my office hours as you work on your essay.
- Only a final draft will be graded.
- The essay will be submitted to Blackboard. You will be submitting this essay anonymously. Therefore, do not include your name when you save it. Save the essay as Essay3.docx. In addition, do not include your name on your essay. Please use a pseudonym. Keep the pseudonym clean. A link for submitting the essay will be available in Blackboard under Assignments/Essay 3.
Use the questions/points below to help you develop your essay.

**Thesis:**
1. What is your topic?
2. What is your assertion about your topic?
3. Is your point of view unique? If a reader asked you “So what?” about your thesis, how would you respond?
4. What is your side of the argument? What is the opposing viewpoint?
5. What terms in your thesis or major supporting points may need to be defined?

**Audience:**
1. Who is your audience? Is your audience an agent of change for this topic? If not, you may want to select a different audience.
2. What values and beliefs are important to your audience? To what kinds of examples and arguments are they likely to respond?
3. What does your audience need to know? What background information do you need to give them?
4. What types of evidence will audience expect from you? What details, examples, or information might interest or persuade them?
5. Different audiences will not only require different types of support but also different types of counterarguments to be persuaded by your claim. Complete the chart below before you commit to an audience for this essay.
7. What kind of formats, layouts, or visuals will appeal to them?

(Adapted from “How do you write for an audience?” at Pearson Writer)
More info on audience can be found at [https://writingcenter.unc.edu/tips-and-tools/audience/](https://writingcenter.unc.edu/tips-and-tools/audience/).

**Counterargument:**
Brainstorm possible supporting points for your thesis. Then, determine an opposing viewpoint for each supporting point based on audience. In other words, different audiences will bring different background knowledge to the argument, so each audience may require different evidence. You will not use all of these opposing viewpoints in your essay, but you should be aware of them. How does the counterargument change depending upon the audience?

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<th>Audience</th>
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Type of Appeal:
1. How would you incorporate each type of appeal into your essay?
   a. Ethos, an ethical appeal calling upon the “writer’s character, knowledge, and authority” (Hacker and Sommers 152)
   b. Logos, a logical appeal relying on evidence, inductive reasoning, and deductive reasoning (Hacker and Sommers 152)
   c. Pathos, an emotional appeal to the reader’s values and beliefs (Hacker and Sommers 152)
2. Which type of appeal will be most persuasive to your audience?
3. Which appeal will you rely on most strongly for this essay? How will you use this appeal in your essay?

Adequate Support:
1. This essay is 5-7 pages long, so you will have major supporting points and minor supporting details. You should expect to have 2-4 major supporting points, which will be developed over multiple paragraphs; in other words, each major detail will be developed as a mini-essay within your essay.
2. The minimum expectation for number of sources for an essay of this length is 5-7, but you should not count sources. The key is that you have enough support that your audience is convinced to act.
3. Choose reliable sources.
4. Comment on quotes so that the reader will understand why or how the quote supports your assertion. Comments should move beyond summary, be specific, not be wimpy, and draw conclusions.

More Info:
Blackboard is full of helpful information! Examples of “A” essays, an outline, the APA document template, a list of essay ideas, an essay checklist, and additional supporting information is available under Course Materials/Essay 3. As always, Course Materials/Writing contains many handouts explaining how to complete the various parts of an essay and Course Materials/MLA & APA contains APA info.

APA Resources:
- My libguide: http://palmbeachstate.libguides.com/wilberenc1102/home
- Purdue’s OWL https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html
- Citation Generator: http://www.citationmachine.net/apa/cite-a-book