

Writing Project Two: Visual Rhetorical Analysis: Looking at Websites

CONTEXT: As Lunsford discusses in *Everything's an Argument*, arguments are not limited to verbal or textual documents alone. Visual artifacts can contain a wide range of arguments and create their arguments through many different methods, including design, use of images, and connection to cultural forces. While textual arguments are often readily associated with authorship and intent, this project asks you to consider the ways in which visual texts are created, distributed, and shared. After choosing your website, this assignment asks you to consider the arguments that are at play in the design of that site and how visual arguments are built and how effective they are within that space.

YOUR ASSIGNMENT: Students will use their understanding of visual rhetoric to rhetorically analyze a website for its creators, cultural context, purpose, cultural viewpoints, audience awareness, and design effectiveness. For this assignment, use readings provided in class, and a single webpage of the student's choice to conduct your analysis.

Assignment Specifications:

Each paper should investigate and discuss a combination of the following as they relate to writing on your webpage:

- Rhetorical situation,
- Design,
- Language/phrases/word choices/topics of discussion,
- Symbols,
- Images,
- Meaning,
- Cultural ideas,
- Font(s),
- Affordances of use,
- Potential uses of the site

Requirements:

- 7-10 pages, typed, 1 inch margins, double spaced
- **Include images** throughout your paper – refer to the images during your paper (shrink images to highlight points made throughout the paper)
- Include references as necessary (texts used in class are acceptable), 3-5
- APA or MLA format (citation info: <https://owl.english.purdue.edu/owl/section/2/>).

Goals of Assignment:

- Understanding, analyzing and discussing visual rhetorical design choices within an existing internet space;
- Applying rhetorical appeals of *logos*, *pathos*, *ethos*, and *kairos* to digital spaces
- Using appropriate structure, language, documentation, and format appropriate for a scholarly analysis
- Audience awareness