

## Unit II: Listening Rhetorically

### Issue Map and Statement of Goals and Choices (SOGC)

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**ISSUE Conferences: Feb. 11-3**

**Issue Proposal Due: Feb. 18**

**ISSUE MAP & SOGC Rough Draft Due: March 8**

**Final Draft Due: March 20**

#### THE ASSIGNMENT

In this unit, you will select an issue that you will be working with for the next ten weeks. You will also begin your research process and find out what stakeholders are saying about this issue, what perspectives are central to the discussion, and where your perspective might fit in. This project will have three components: issue selection, the issue map, and the SOGC.

#### ISSUE SELECTION

Given the value(s) you explored at the end of unit 1, you will select an issue that flows from one of those values. You will also select something that is timely, contended, and significant. While this issue must flow from a current discussion, you will want to choose something that interests you and that is not too broad. Avoid selecting something about which you already have a strong opinion. This project will be most successful if you approach it with few preconceived notions. First, you will discuss topic ideas with Ms. Kelm at your **conference**. Then, you will complete an **issue proposal** that Ms. Kelm must approve for you to move forward with the project (if your proposal is insufficient, I will ask you to redo it before you continue).

The next step will be diving into the discussion surrounding this issue. You will not be making your argument; you will be mapping what arguments are being made by this issue's stakeholders. As you find sources with varying perspectives on your issue, you will want to pay attention to how they connect and how they differ, because you will represent these connections in your unit 2 final project. You will need **at least four sources** for this project, at least **one that needs to be scholarly** and at least **one that was published in the past year**. All sources must be reputable, current, and key to understanding this topic. You will also need to represent a variety of perspectives on your issue, while staying within the parameters of the previous requirement.

#### ISSUE MAP

Half of this project will be a **visual representation of the conversation** on your topic, using at least four sources. This issue map might be digital or mixed media, but somehow it must demonstrate visually all four positions and their relationships. Be creative! This project requires you think outside the box and consider all of the various materials you have at your disposal. Whatever your map looks like, you must represent all sources fairly and accurately. All of your choices must be rhetorical, i.e. intentional and meaningful. We will discuss in class some forms this map could take.

#### SOGC/ISSUE ANALYSIS

Along with this visual representation, you will provide a **Statement of Goals and Choices (SOGC)** to describe the rhetorical choices you made in your issue map. You will explore how, why, and under what conditions you made your rhetorical, technological, and methodological choices. As you do so, you will analyze this issue (as you understand it) through these four sources. You will want to discuss the issue's common rhetorical appeals and stakeholders, and why this issue matters, locating it both within your values and the larger culture/time period. Essentially, this document will explain what you know about the issue thus far, how you represented that knowledge in your issue map, and why you made the choices you did. While there is no minimum/maximum word count for this document, it will likely be somewhere around 700-1,000 words.

#### THE PROJECT PORTFOLIO

In a two-pocket folder, include: 1) final draft of your SOGC, 2) final issue map (in whatever form), 3) final bibliography of all four sources in MLA format (no need for annotations YET), 4) workshop draft of your SOGC, 5) workshop draft of your issue map (if applicable), and 6) your approved issue proposal.