Unit II: Creating Avatars
Rhetorical Analysis of Online Persona
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Rough Draft Due: February 15th   **Rhetorical Analysis length: 1,000-1,500 words + visuals**
Final Draft Due: February 22nd   **Rhetorical Analysis/visuals published on Weebly site**
                                                                    PDF and final author's note uploaded to D2L

THE ASSIGNMENT
For this assignment, you will rhetorically analyze one of your online personas, i.e. your presentation of self through one form of social media. **You will select a social media platform** that you use regularly, and **rhetorically analyze your use of the platform**, considering the types of rhetorical appeals you use in the rhetoric (whether textual or visual) you create. To do this, you will **analyze at least two recent (preferably within the last month) posts**, describing each post's **rhetorical situation** and its **rhetorical appeals** (logos, ethos, and pathos). Particularly consider audience and purpose. You will also include at least **two visuals** (see below).

Conclude with a **final paragraph about your use of this social media site**, based on your rhetorical analysis. Who are you presenting yourself to be through your use of this site, and how are you doing that? What is the benefit of being intentional about your posts and understanding the rhetorical appeals behind them? What has this analysis taught you about yourself, online spaces, and rhetorical appeals? What is the "so what" of this assignment, i.e. how might the insights you've gained through this assignment affect your audience?

Some other things you may want to cover:
- Your history with the platform. When did you open an account? Why? Has the platform changed since then?
- A description of what the platform is and does. How does it differ from other sites? What is special or particular about this platform? What does it look like? How does it work?
- Your use of this platform. How much do you use this site? Where? When? How do you use it?
- Your purpose in using this platform. Who do you communicate with? Why do you use this particular site?
- Walk us through your typical visit to this site. How do you interact with others? What posts do you interact with? What posts do you seek out? What do you avoid?
- Compare your use of this site with other social media sites you use. How is it similar or different?

One of the challenges of this assignment will be organization. How will you integrate all of the varied elements described above, while emphasizing the rhetorical analysis? Make sure your organization is logical. Also, consider the conventions of composing on a web page. Think about spacing, text style (font, bold, italics), headings, images, etc. How will you present the information clearly, aiding your reader and accomplishing your rhetorical purpose?

VISUALS
You will also select **at least two visuals** to aid in your analysis. These may be images of the two posts you analyze (which I recommend), or other images you select to demonstrate your use of the social media platform. If you would like to use something other than photos/screenshots, just let me know; I encourage you to be creative!

A note about privacy: if you use an image that provides any personal information about someone else (image, name, location, etc.), you need to either 1) black out that information, or 2) upload to D2L with your author's note an email or note from the other person(s) involved, indicating they have seen the image you will post and give you permission to post their name and/or likeness on your online portfolio. *Failure to do so will affect your grade.*

THE AUTHOR'S NOTE
You will upload a PDF of your text, along with a final author's note. See author's note handout for more information. *There is no recommended length.*

Course outcomes met:
- ❖ *Write in a range of genres, using appropriate rhetorical conventions*
- ❖ *Demonstrate the ability to employ flexible strategies for generating and revising your writing (such as: invention, drafting, revising, recording, and editing)*