

This is a pre-print version of Bourelle et al's webtext, "Reflections in Online Writing Instruction: Pathways to Professional Development," published in *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 20(1), available at <http://kairos.technorhetoric.net/20.1/praxis/bourelle-et-al>

Spring 2014  
English 102  
Project 2

### **Profile of a Discourse Community**

#### Due Dates

First draft posted to the Peer Review Discussion Board and to the IA Draft Discussion Board: Monday, March 24<sup>th</sup> (worth 25 points each)

Final draft submitted to the Instructor in the Assignment Drop Box: Monday, April 7<sup>th</sup> (worth 100 points)

*Note: please review the syllabus for the policies on submitting late drafts.*

#### Genre

A Profile describes the characteristics, contributions or significance of a person or group of people in society. Rather than offering a full biography or history, a profile focuses on one particular aspect of a person or community to reveal something significant or interesting, or to reveal how they represent a larger social issue. A Profile contains the following basic features:

- The subject is a person or group of people whose experiences allow you to explore a topic, issue, idea, or theme that is interesting to you and your readers
- An Angle that captures a single dominant impression about the subject(s)
- A description of the person or group of people that allows readers to visualize or imagine them
- Background information that describes the setting or broader social context in which the subject(s) live(s) and work(s)
- Anecdotes that reveal this person or group of peoples' characteristics through
- A Theme or larger central issue that this person or group of people represent or stand for (Sheehan & Paine, 59).

#### Multimodality

A multimodal assignment is an assignment that is composed using one or more “modes” of communication such as a combination of “moving and still images, sounds, music, color, words and animations” (Takayoshi & Selfe, 1). In all three of your projects, you will engage your readers through at least TWO modes. Choose the modes that you want to use based on your chosen medium and audience. **The choice of the modes are up to you but you must make sure that each mode has a very specific purpose for conveying, supporting or enhancing your profile.**

#### Rhetorical Situation

**Topic:** A discourse community is a group of people who share common interests or common goals and who share a unique way of speaking and writing. We all belong to many discourse communities that use

unique languages to communicate or achieve a specific goal. Some examples of discourse communities include skateboarders, soccer teams, biologists, car clubs, English majors, religious groups, military units, social clubs, rock bands, community organizations, etc.

**Purpose:** For Project Two, you will create a profile of a discourse community that you belong to, explaining the spoken and written language of this discourse community so that your audience may have a better understanding of what your community is like, what the values are of your community and what kind of language your community uses to achieve its goals.

**Medium:** You can compose your rhetorical analysis as a blog, a video, or a podcast. **Keep in mind that you can only do ONE text-based project for the semester. This means that if you already made a blog for Project 1, then you must do a video or podcast for Projects 2 and 3.**

Helpful Hint: You can create a blog using Wordpress or other blog websites, or you can create your blog in your google sites portfolio by editing the “Project 2” page in your portfolio. If you choose to do a video or podcast, you can download free recording software such as Jing or Audacity. Also, refer to the tutorials link on our course dashboard for help in creating your medium.

**Audience:** Once you have chosen an appropriate medium, you will need to assess the audience (What kind of readers, viewers or listeners do you want to address with your profile?). Once you have determined who the audience is, you will need to make choices about your language use, presentation and design that will appeal to this specific audience.

#### Specifications

**Content:** Your profile should be 1000-1200 words OR a five to ten minute video, or a five to ten minute podcast. The content of your profile needs to contain ALL of the features described under “Genre”. Since your angle will be on the language of your discourse community, make sure to integrate your own language usages into the profile; for example if your discourse community predominately speaks Spanish, then feel free to use Spanish in your profile whenever necessary. Also, make sure to provide examples of terms or expressions that your discourse community frequently uses to achieve its goals and provide clear explanations of these terms for your readers.

Helpful Hint: If you are creating a video or a podcast, I recommend typing a draft first to help you organize your thoughts. This will also allow you to practice narrating your profile to help you speak in a fluid and confident manner.

**Research:** For this assignment, you can use your own personal experiences as anecdotes, but you must also interview another member of your discourse community in order to provide another perspective on the goals, language and values of the discourse community. You must clearly incorporate this interview into your profile. You must also use another source (information from a website, article, brochure, etc.) and clearly incorporate this source into your profile. When you submit your rhetorical analysis in the Assignment Dropbox, please also attach an MLA Works Cited List of all of your sources to your submission (refer to *Writing Today* pp 512-520 for how to format MLA citations).

**Presentation:** If you choose to do a blog, it must be 1000-1200 words typed, organized in complete sentences and paragraphs, and free of distracting grammatical or spelling errors. If you choose to do a

video or podcast, it must be between five to ten minutes and free of distracting utterances (like umm's or uhh's) or gaps in narration. Overall, your presentation needs to take into consideration the possibilities (and limitations) of your medium and should take into consideration the expectations of your intended audience.

Helpful Hint: Refer to the gallery on our course dashboard for samples of profiles on discourse communities

### Reflection

Do not forget to write your reflections for this project, addressing Outcomes D, E & F as listed in the syllabus and how the Rhetorical Analysis helped you meet these outcomes. In your reflections, you also need to account for the choices that you made in terms of medium, audience and purpose: What is the purpose of your document? Why did you choose the medium that you did? How does the medium attend to the purpose of the document? Who is your audience and how does your document attend to the expectations and needs of the audience? What modes did you use in your document and what specific purposes do they fulfill? **Add project 2 to your portfolio and write the reflections for outcomes D, E & F in your Google sites portfolio.**

### Rhetorical Analysis Rubric

Qualities	Highly Effective 4.0-3.6	Satisfactory 3.19-2.80	Needs Improvement 2.79-2.4	Comments
<b>Content and Organization (30%)</b>	The profile contains all of the specified features of a profile and clearly and cogently explains the discourse community, its values and the language that it uses to achieve its goals in a manner that shows a clear progression of ideas	The profile contains some of the specified features of a profile and needs to more clearly and more cogently explain the discourse community, its values and the language that it uses to achieve its goals in a manner that shows a clear progression of ideas	The profile contains few to none of specified features of a profile and needs to explain the discourse community, its values and the language that it uses to achieve its goals in a manner that shows a clear progression of ideas	
<b>Multimodality (20%)</b>	The writer engages in AT LEAST two modes of communication. Each mode has a specific purpose and the modes successfully complement or support each other.	The writer has engaged in AT LEAST two modes of communication but the specific purposes of the modes need to be clearer and/or the modes need to more successfully complement or support each other.	The writer has not engaged in AT LEAST two modes of communication or the specific purposes of modes used are not evident and it is unclear how the modes successfully complement or support each other.	

<b>Research (20%)</b>	The writer has clearly researched the subject when necessary and has adequately incorporated this research into the profile. In addition, the writer has accounted for their sources in a Works Cited List and citations are formatted correctly according to MLA standards.	The writer seems to have researched the subject and has inadequately incorporated this research into the profile. In addition, the writer has accounted for their sources in a Works Cited List but some of the citations are formatted incorrectly according to MLA standards.	The writer needs to do research on the subject and incorporate this research into the profile and the writer has not accounted for their sources in a Works Cited list.	
<b>Presentation (10%)</b>	The profile has few distracting grammar and spelling errors, or distracting utterances, and contains few gaps in information.	The profile contains more than a few distracting grammatical or spelling errors and/or distracting utterances, and/or contains more than a few gaps in information.	The profile contains too many distracting grammatical or spelling errors or distracting utterances, and/or contains too many gaps information.	
<b>Contains a clear sense of purpose (5%)</b>	The writer's purpose is clear throughout the entire project.	The writer's purpose is clear throughout most of the project.	The writer needs to clarify the purpose of the project.	
<b>Addresses the intended audience (5%)</b>	The writer clearly understands the needs of the intended audience and has adapted the writing to that audience.	The writer seems to understand the needs of the Intended audience but could do more to adapt the writing to meet those needs.	The writer has begun to demonstrate an understanding of the needs of the intended audience.	
<b>Reflection (10%)</b>	The writer has written a reflection and accounted for his/her learning of the course outcomes, using evidence from projects, peer review, discussion boards, etc. to support the reflections.	The writer has attempted to write a reflection but needs to do more to account for his/her learning of the course outcomes, using evidence from projects, peer review, discussion boards, etc. to support the	The writer has made little to no attempt to reflect on course outcomes.	

		reflections.		
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