

This is an assignment sequence for Molly E. Ubbesen's "The Multimodal Advocacy Project: Centering Accessible Composing Choices" published in *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 28(1), available at [https://praxis.technorhetoric.net/tiki-index.php?page=PraxisWiki%3A\\_%3Amultimodal\\_advocacy](https://praxis.technorhetoric.net/tiki-index.php?page=PraxisWiki%3A_%3Amultimodal_advocacy)

## **Assignment Sequence for the Multimodal Advocacy Project**

as described on PraxisWiki

by Molly E. Ubbesen

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## Thinking Through Project Ideas (In-Class Brainstorming)

### Examples

- What are some examples of texts that have persuaded you to take action, change something, think differently, and/or raise your awareness?
- What choices did the author(s) make that you found effective? Why did you find them effective?

### Problem

- Identify "the problem" in your exploratory essay.
- Who needs access/inclusion/justice/advocacy and for what?
- Based on the research you've conducted so far, will your advocacy project focus more on the problem, solutions to the problem, or both? Explain.

### Audience

- Who is your target audience? (Whom do you need help from to advocate and/or make change?)
- In short, what do you want to say to them? What research can you reference?

### Genre

- Through what genres might you communicate this to them? Think multimodal. Text + one other mode. (A letter with an image, petition, editorial, flyer, infographic, presentation, video, speech, performance, event, art, song, etc.).
- Why might those be the most effective genres?

### Plan

- What do you need to do to create this project?

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## Multimodal Advocacy Project Proposal

Create a proposal for your project by responding to the following:

### Paragraph 1: Problem

- Identify "the problem" in your exploratory essay.
- Who needs access/inclusion/justice/advocacy for what?
- Based on the research you've conducted so far, will your project focus more on the problem, solutions to the problem, or both? Explain.

### Paragraph 2: Audience

- Who is your target audience? (Who do you need help from to advocate and/or make change?)
- In short, what do you want to say to them?
- What research can you reference?

### Paragraph 3: Genre

- Through what genres might you communicate this to them? Think multimodal. Text + one other mode. (A letter with an image, petition, editorial, flyer, infographic, presentation, video, speech, performance, event, art, song, etc.).
- Why might those be the most effective genres?

### Paragraph 4: Plan

- What do you need to do to create this project?

**You should also start thinking about how you can use your exploratory research to help you create the written part of your project.**

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## Multimodal Advocacy Project Text

Based on what you wrote for your "Paragraph 2: Audience" in your proposal, write out the text that you will include in your project.

You should reference your exploratory project and consider how you will incorporate your sources into your project. Of course you don't want to just copy what you have in your exploratory essay, as you have a new context now. So how can you convert what you learned in your exploratory essay into the context of your project that will be clear, useful, and persuasive to your audience?

For this assignment you need to:

### Part 1: Writing

Write out the text you will include in your project.

### Part 2: Reflecting

On a separate page, reflect on how you converted your exploratory essay into the text for your project:

- What text and sources did you select and why?
- How/why do you think this will be persuasive to your audience in the context of your project?
- How will this text appear in your final project?
  - How will it be arranged and incorporated with your other mode(s)?
  - Size, color, effects, etc.?
  - What else do you need to consider with your text?

The scope and length of this will be dependent on your context, but the key is that it will clearly advocate for something.

**You should also start thinking about the multimodal element(s) of your project and how you can make those accessible to your audience.**

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## Multimodal Advocacy Project

It's time to put together your whole project!

### Part 1: Composing

Combine your text with at least one other mode. This is essentially a draft of your complete project. It should include all the elements of your final project.

### Part 2: Composing and Accessibility

Read: "Creating Video and Multimedia Products That Are Accessible to People with Sensory Impairments"

Read: "All About Image Descriptions"

Then create a transcript and/or image description and/or anything else that makes your project fully accessible to your audience.

Make sure your text can be selected by your cursor so it can be read by a screen reader.

### Part 3: Reflecting

On a separate page, reflect on the multimodal choices you made:

- Why did you choose your modes? Why are they effective for your project considering your audience?
- What did you do to make sure all your modes are accessible?
- What **textual** rhetorical appeals are you using in your project and how will they be persuasive to your audience?
- What rhetorical appeals are you using in your project through your **other mode(s)** and how will they be persuasive to your audience? (How are you using a visual, sound, etc. to persuade your audience? What do you want these modes to communicate to your audience?)

The scope and length of this will be dependent on your context, but the key is that it will clearly advocate for something.

**Your project needs to be accessible to your research group for peer review.**

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## Multimodal Advocacy Project Peer Review Feedback

Your name:

Reviewing:

1. What do you think is "the problem" your peer is trying to address? Do they address this clearly? How could they make it clearer?
2. Whom or what do you think they are advocating for? Do they advocate this clearly? How could they make it clearer?
3. What sources do they reference? Do they incorporate and reference them clearly? How could they make it clearer?
4. Do they clearly condense their exploratory research into a way that makes sense for their project's genre and audience? How might they improve this?
5. Are all components of their project accessible? Do all visuals have both captions and image descriptions?
6. How does their tone/approach/style make you feel? What could they do to improve this?
7. Are there any other issues of clarity, grammar, spelling, etc.?
8. As the audience, what is your response to their project if this was a debate/conversation? Do you agree/disagree? Why?
9. Were you persuaded by their project? Why or why not? How could they make this more persuasive?
10. Is there anything else you think they should think through (e.g., ethics, consent, controversy, stakes, etc.)?
11. Any other suggestions/comments/questions?

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## **Multimodal Advocacy Project Revision**

### Part 1: Reflecting

Review your peers' comments on the feedback sheets:

- Summarize their comments/concerns.
- How will you address their comments/concerns in your revision?
- What else do you need to focus on revising to make sure your project meets the goals?

### Part 2: Revising

Now make those revisions! Be sure to consider your audience, accessibility, and what's at stake if you submit this to your audience.