

Analytical Remix Project: English 110 (Au 05)

For this individual project, you will choose a visual, audio, alphabetic or multimedia text to analyze and to remix. (Popular advertisements, famous artworks, or speeches from americanrhetoric.com could work well, but the possibilities are endless). The project has two parts:

1) Critical Analysis of the text

In an alphabetic essay, you will write a brief critical analysis of the audio, visual, or multimedia text you have chosen. Your goal is not just to summarize the content of the text, but to make an analytical claim about it. To develop an analytical claim, you might answer some of the following questions:

- 1) Who do you think is the intended audience for this text? How is this text designed / created with this audience in mind? What do you think the purpose of this text is? How successful is it at meeting this purpose?
- 2) What are the limitations of this text's representation of its subject? What does it exclude, cover over, or leave out? What does it "not say"?
- 3) How is this text composed / organized (BW 33-35; 342-343; 530-533)? How does it use ethos, pathos, and logos? (BW 526-529)? How would you describe the "design language" (BW 429-431) of this text?
- 4) How would you define the genre of this text? What conventions of its genre does it follow or break? (BW 20-24)
- 5) When was this text composed? Who composed it and for what purpose? How does your knowledge of the context of this text impact your reading of it? (BW 29-31; 435-437)

This alphabetic essay should be at least 1000 words (though depending on the complexity of your topic you may require more). Your paper should make a specific analytical claim about the text. You should support your claim by citing specific details in the text as well as by citing at least one secondary source which helps you contextualize the text.

2) Visual and/or Audio Remix (and remixer's rationale)

In addition to responding to the text in writing, you also need to remix it using visual and/or audio composing tools. Your remix should both involve editing the text (removing or rearranging portions) and adding layers (adding additional sounds and/or images).

Your remix should have one the following purposes:

- 1) Making the source text persuasive and engaging for a different audience other than the one for whom it was originally intended.
- 2) Highlighting the limitations or problems with the source text (as Adbusters parodies tend to do).
- 3) Making the source text make a different argument than the one intended (through editing and layering).

Your final project could be an audio file (mp3 or wav created through audacity), a still image collage (jpg or gif created through photoshop), or a collection of images and sounds (swf or mov files created through flash or iMovie). Your remixes can (and should) be small and simple in scope (one image collage or 60 seconds of sound or multimedia would be fine).

Your remix should be accompanied by a brief (around 300 words) rationale that tells me the purpose of your remix, how you went about achieving that purpose, what you would do if you had more time and resources, and what sources (images, sounds) you used. You can post this remix and rationale to your blog.