

Quarter 1 Project: 1 Topic, Two Audiences (300 points)

AP Language and Composition

1. Based on the documentary that you watched / analyzed/ evaluated for rhetorical strategies, locate one issue from the film that is pressing and urgent to today’s society. This doesn’t necessarily have to be a specific issue from the film, but it should be related.

2. Using the film as a guide, research the issue/problem itself. Locate *a particular area of focus* in that problem area. It can be

- the issue that the film itself addresses;
- a related issue that is discussed in the film, but that the filmmaker doesn’t deal with explicitly;
- a more modern analysis of the problem; (for example, *Super Size Me* was released in 2004; since then, fast food legislation and business practices have been adjusted accordingly)
- or a refutation of the film’s central premise.

You should write a one to two-page researched description of your issue, with at least four sources; you may use the film as a source. **(50 points; please adhere to MLA guidelines for documentation)**

3. You will compose *two* “texts,” each directed towards a *different audience*. For each audience, choose a text that will best appeal to / connect with the specific audience. **Each text is worth 100 points.**

Possible Audiences (there are many more)	Possible “Texts” (again, there are many more)
-Members of Congress, the President, members of the President’s Cabinet -State / Local Government -Moeller Students -Moves / Shakers in your particular area of focus (I.E. people who are involved in the topic you’ve chosen) -Readers of a <i>particular</i> publication -Citizens of a <i>particular</i> city. * <i>Particular</i> means a <i>specific</i> publication / city / place... simply directing your rhetoric towards “the American public” is vague and insufficient.	-An editorial -A billboard -An editorial cartoon -A commercial (television, internet) -A public service announcement (radio, with script) -An essay -A speech *If you’d like to write a composition beyond this list, please let me know.

4. You’ll also write one encompassing analysis of each of your works—the typical peer review / writing evaluation, but comparing/contrasting/analyzing for all three texts

- Why did you choose the particular medium to address each audience? How did you adjust your rhetoric to each audience?
- What problems did you encounter during the process of creating each one? What success did you encounter?
- List the most important changes you made for each, responding to the comments provided by Mr. Eble and any other reviewer.

The post-writing analysis is worth 50 points.

Part of Project	A4 Due Date	B3 Due Date
Text #1 First Draft / Explanation Paragraph Printed for Class	October 1 st	October 2 nd
Text #2 First Draft / Explanation Paragraph Printed for Class	October 3 rd	October 4 th
Completed Project (Revised copies of documents, research sheet, Works Cited, post-writing analysis)	October 15 th (Printed)	October 14 th (Printed)

Once I’ve provided review comments on drafts, I’ll provide rubrics for assessment for your texts.