LCC 3518 | Multimodal Essay Assignment
1250-1750 words + multimodal elements (e.g., multiple web pages, visuals, links, audio clips)

Deadlines
• Essay Proposal (Tentative Argument, Primary Text(s), Possible Secondary Texts, Multimodal Form) Due: Wednesday, October 30 at 11:59 PM (email)
• Final Essay Due: Wednesday, November 27 at 11:59 PM (upload to T-Square)

Grading
Project Total: 250 points (25% of course grade)

Assignment
For the multimodal essay, you will make an argument related to postmodern literature, supported by your analysis and research from both primary and secondary sources.

1. Your essay should primarily engage in one of the following modes of argumentation (though, in many cases, the modes may overlap):
   a. Single-text analysis: Analyze a postmodern literary text in depth.
   b. Compare/contrast: Compare/contrast two postmodern literary texts (one of the two may be a non-literary text: a film, an album, an event, etc.).
   c. Concepts/context: Discuss how important concepts in postmodern literary works relate to societal, economic, cultural, or political contexts, using evidence from primary and secondary texts to support your case.

2. Your essay should be multimodal: it should incorporate at least one other mode (visual, oral, electronic, nonverbal) other than the written mode and use those modes to persuasive effect.

3. Your argument must be debatable and specific. See https://owl.english.purdue.edu/owl/resource/618/01/ for more information on debatable arguments in literary analysis essays. Consider how to, in a relatively short amount of space, focus your argument.

4. Your essay can use primary texts from the course, other postmodern texts not used in the course, or some combination of the two.

5. Your essay should incorporate 3-5 secondary sources, including at least one source from a peer-reviewed journals.

6. Your essay should incorporate correctly-cited quotations, summaries, and paraphrases from both primary and secondary texts. It should use MLA format.

The Essay Proposal
Due on Wednesday, October 30 by 11:59 PM
¾-1 single-spaced page, emailed to andy.frazee@lmc.gatech.edu
The essay proposal gives me a snapshot of your thinking about the multimodal essay and also gives us something concrete to discuss as you begin to draft your essay. The proposal includes four parts:

1. Tentative Argument: Indicate your working thesis statement and your general mode of argumentation (single-text analysis, compare/contrast, or concepts/context).
2. Primary Text(s): Indicate the main text(s) your essay will discuss.
3. Possible Secondary Texts: Indicate at least three possible secondary texts that you may use in your essay; use MLA format to list the possible sources.
4. Multimodal Form: Indicate how you will employ multiple modes in presenting your essay. Will you incorporate images, video, or sound into an otherwise “normal” written essay? Will you create your essay as a website (using, perhaps, WordPress, Wix, Google Sites or, if you’re skilled, hard-coding or Dreamweaver)? Will your essay be a recorded presentation or speech (with written script)? Be specific about your idea and how you’ll make that idea a reality.

Grading Criteria
1. General: How well does the essay show a significant depth of engagement and understanding of postmodern literature and postmodern concepts? How well does the argument go beyond repeating our discussions in class?
2. Argumentative Stance: How debatable and focused is the main argument? How well does the argument provide insight into postmodern literature, concepts, or context?
3. Argumentative Support: How well does the essay incorporate both primary and secondary sources? How well does the essay incorporate quotations, summaries, and paraphrases from primary and secondary sources? How well does the essay explain how its analysis and evidence advance its argument?
4. Organization: How well organized is the essay?
5. Conventions: How well does the essay use standard English grammar and spelling? How well does the essay use MLA format for citations (including image and other citations)
6. Design/Form: How well does the essay use multiple modes in effective, persuasive ways? How well designed is the essay? How usable is it?