

### **Short essay 5**

**DUE: Thursday, 10/26 in class and Tuesday, 10/31 by 12:59 pm (courseweb link)**

**GRADE VALUE: 25 points for in-class example, 65 points for visual argument plan; 10 points for Zotero; 20 points extra credit for *original visual composition***

For short essay 5, you will plan and compose a visual argument that relies on the strategy of “enthymeme” as defined by Finnegan and discussed in class.

#### **I. The final essay and Zotero library—due Tuesday, 10/31**

On **Tuesday, 10/31**, you will turn in a visual argument plan to the courseweb assignment link that consists of the following elements: First, a ½-1 page explanation of the persuasive goal you hope to move toward and/or the exigence (see Bitzer, “The Rhetorical Situation,” under recommend readings) you hope to address with your visual argument.

Your explanation should include a claim about the significance or value of your goal/exigence, which should have local relevance to Pittsburgh or the surrounding region or to the Commonwealth as a whole. You should cite at least two sources as part of the support you offer for your significance claim; at least one of these sources should be from a peer reviewed journal article or scholarly book.

Second, an approximately 1-page description of a *visual argument* that addresses your goal/exigence, and that relies at least in part on an *enthymeme* as defined by Finnegan in “The Naturalistic Enthymeme.” You are welcome to design a visual argument that uses the “naturalistic enthymeme” in some way—and you are also welcome to use the *informal response prompt for 10/26 as the basis for your short essay 5*—but you are not required to do so.

Your visual argument might consist of any number of different visual elements either alone or in combination, including but not limited to text, bodily performance, photographs, arrangement of objects, geometric or other abstract designs, drawings, etc.—as long as you describe a plan for the *composition* (i.e. manipulation, arrangement, original production) of one or more visual elements, rather than the simple recirculation of an already-composed text.

Your description should be detailed enough for a third party to compose and publish or otherwise reproduce or stage your visual argument. It should indicate the (plat)form through which you intend the argument to be disseminated (e.g. print, online/digital images, physical arrangement of bodies or objects in space, etc.). You should make sure to carefully cite any external sources you draw on in composing your description (including any existing compositions that your plan would make use of).

You may compose your visual argument plan either as two separate documents, or as a single essay that includes both major required elements. You should include notes or in-text citations and a works cited page according to MLA or Chicago style.

Your *grade* (65 points) for the visual argument plan will be based on three elements: first, whether you include the required elements as discussed here, such that a third party could reasonably attempt to compose a visual argument according to your plan; second, whether the visual argument you plan works at least in part through an “enthymeme” as Finnegan describes it; third, whether your essay evidences careful editing and proofreading, and includes properly formatted source citations.

Also by **Tuesday, 10/31**, you should save *any sources* you cite in your visual argument plan to the indicated folder in our *class* Zotero library.

## **II. The draft—due Thursday, 10/26**

On ***Thursday, 10/26***, you will bring four copies (one for you to use and then turn in, three for your group-mates) of a draft visual argument plan to class. Your draft should include an attempt at both of the two required elements (explanation of persuasion goal/exigence, and visual argument plan), but it need not be written in full paragraph form.

## **III. The extra credit—due no later than Thursday, 11/2**

If you choose to *actually compose* your visual argument, this will be worth up to 20 points of extra credit. You may turn your composition to me either by email or in hard copy form, as appropriate, by no later than Thursday, November 2, at 1:00pm.