WRIT 2311 Writing in the Digital Age
Analyzing a Community Organization's Online Presence

Goals
You will rhetorically analyze a community organization's online presence across platforms in order to develop a complex understanding of how they represent their work.

This project serves to make you critically aware of how the modes each play a role in shaping the organization's online presence. It also provides a robust understanding of the rhetorical situation we are entering into by creating content for Austin Free-Net; by digging into their online content, you will learn more about the digital divide and digital inclusion and how different organizations address these issues.

Means
In class we have discussed the rhetorical situation as being comprised of an audience, purpose, context, genre, and medium. Your readings from Arola, Sheppard, and Ball's *Writer/Designer* use a similar heuristic (or method) for considering the rhetorical situation. In this assignment you will work backwards in order to consider that situation. In other words, you will begin by analyzing the modes of communication employed by the author—in this case that author is the community organization that you are assigned—in order to understand how he/she/they considered that situation.

Workflow
On Tues., Sept 19: You will be assigned a community organization whose online presence you will analyze.

Due on Tues., Sept. 26: Use the heuristics reproduced below to gather and code information that you will use in your analysis. You will turn in these heuristics via Box, and workshop them outside class on Sept. 26 in order to address your progress. Name your file as follows: LastnameHeuristics.docx.

Due on Thurs., Sept.28: Submit a draft of your rhetorical analysis. Again, you will use the instructions posted to the Canvas site to provide one another with feedback on your drafts. Additionally, I will provide feedback on your drafts, which you will receive in class on Tues., Oct 3. Name your file as follows: LastnameAnalysisDraft.docx.

Due by11:59 pm on Tues., Oct. 10: Complete and submit your final draft. Name your file as follows: LastnameAnalysisFinal.docx.

Heuristics
In starting your work, you should spend time dissecting the website for the organization that you are assigned. Read through materials on the site, and use the grid below to address how the site uses the following.

Mode	Characteristic	Evidence from Site	Effect on Reader
Linguistic			
Visual			
Aural			
Spatial			
Gestural			

Next, use the information you gathered to consider how particular modes or characteristics of a mode shape the rhetorical situation. Use the grid below to gather this information together.

Aspect of Rhetorical Situation	Evidence from Mode	Effect on Reader
Audience		
Purpose		
Context		
Genre		

Next, you should look at two other platforms on which your community organization has a presence (YouTube, Twitter, Instagram, etc.). Use the grid above to break down your organization's presence on each of the two platforms that you choose.

After considering how the organization uses these modes on their website and on social-media platforms, you need to bring your these findings together to assess how they present the rhetorical situation.

Aspect of the Rhetorical Situation	Similarities Across Website & Platforms	Differences Across Website & Platforms
Audience		
Purpose		
Context		
Genre		
Medium		

Finally, in moving from coding to reporting your findings, you will need to consider how to organize everything for our rhetorical situation. Consider that we are using your analysis to to develop a better understanding of whom we are working with (Austin Fee-Net) and who we are working for (their "clients").

You do not need to write an essay. Instead, you may consider how to craft a short report that conveys the information to your audience (the rest of the class). We will discuss possible report structures in class on Thurs., Sept. 21.

Grading

Assignment Component	Points Possible
Heuristics	5
Feedback to Classmate	10
Draft	25
Feedback to Classmate	10
Final Draft	50
Total	100