Seeing & Hearing Texts

In Project Web you are being asked to design a blog/website that brings attention to a particular issue/topic or your choice. In doing so you must consider the message (*what* it is saying), method (*how* it goes about saying it), medium (*why* it is delivered to an audience in a particular way) of the site you create and those of others you will research in finding your topic.

In your issue based group blog/website and essay you will ultimately write you will develop your ideas in light of these question.

1. What visual or aural text will you be analyzing? (image, song, social networking website, advertisement, etc.)
2. What is the subject of this text?
3. What do you already know about this subject?
4. Is there a controversy associated with this subject?
5. What do you know about the author or the source in which the text appears?
6. For whom is the text intended?
7. Does this text make a claim or argument? Is the claim or argument consistent with what you believe about the world?
8. Is this claim or argument supported by evidence?
9. What values or beliefs are being promoted?
10. How do the various elements in this visual/aural text work to fulfill its overall purpose?
11. Does this text rely on your knowing the historical or cultural context?
12. How is this text rhetorical? Is it effective in conveying a specific message?