

Analyzing Multimodal Projects

Rhetoric

study of making texts that effectively pursue an audience toward change

Rhetorical Analysis

method of describing context in which an author wants to communicate his or her purpose/call to action to the intended audience in a genre

Five Key Aspects of Rhetorical Analysis

Audience

intended readership (may be more than one type)

Purpose

the why; why was the piece composed, what is its intended effect on readers (often more than one)

Context

additional information about text

IE: where is it located, when was it first published/revealed, how is it meant to be read, what medium is it in etc

Author

may be outrightly said or more slightly implied

Genre

categories of text

can morph according to local culture, time period, author or audience

genre conventions aka audience expectations

Rhetorical Situation

set of circumstances in which an author creates a text; composed of: audience, purpose, context, and genre

Emphasis

giving certain elements greater importance

Contrast

difference between elements; making one stand out from another

Organization

way in which elements are arranged to form a coherent unit

Alignment

how things line up; controlling how our eyes move across a text

Proximity

how close elements are placed to each other and the relationships that are built using that shape

Five Key Design Concepts

Can use color, size, shape, placement and content

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