

ENGL 103

Rhetoric & Composition I



Northern Illinois
University

WP2: Comparative Analysis

Description

For WP2, you will compare materials from your possible major at NIU to a different university. You will choose one single artifact made by your department (such as a single page on a website, a single social media post, a single video made by your department, a single assignment sheet, etc.) and find a very similar artifact from a different university. You'll compare the artifacts, noting differences you're seeing, and offer rhetorical reasons that those differences might be appearing.

Learning Outcomes

By the end of this writing project, students will be able to:

- Recognize patterns of language use across spaces.
- Recognize genre patterns and differences.
- Reflect on the ways that language changes based on rhetorical context.
- Evaluate systems of language use.
- Further build strategies for planning and revising writing.

Choosing Appropriate Artifacts

Start with your major at NIU or with a major you are considering. From there, find one piece of content *created by your major department*. The artifact can be anything, but it has to have been made specifically by a department at NIU. Possible artifacts include:

- A single page on your major's website.
- A single post on one of your major's social media accounts.
- A piece of media created by faculty in your major (such as a video, podcast, or graphic).
- A document created for people in your major (such as a syllabus, assignment sheet, or testing document).

Then, find an analogous artifact from a different university. Ideally, the two artifacts are serving a similar rhetorical purpose: They're both trying to do the same thing. For example, if you choose a webpage introducing new students to the department, choose an introduction webpage from another university as well.

Regardless of what you choose, **your artifacts must be approved by your instructor in advance and cannot be changed without approval.**

Requirements

Appropriate Artifact

You have chosen an appropriate artifact from your major and an analogous artifact from a different university.

Media Examples

You have chosen media to help demonstrate your comparisons. Media helps to make points in the assignment.

Submission

Please submit your project through OneDrive. Please approve any alternative methods to submit your writing project with me in advance.

Naming Documents

Please name your files using the following convention:

course.section_your name_assignment.draft.

For example, a student in ENGL 103 section 08 named Malcolm Reynolds working on WP2 draft 1 would name their file:

103.08_MalcolmReynolds_wp2.1

Due Dates

- Completion drafts are due on **Friday, October 17**
- Revision drafts are due on **Friday, October 24**

Completion Drafts

Completion drafts are graded on demonstrating a basic understanding of the requirements. Grades for completion drafts aren't an indication of how well you'll do on the revision draft. To get full credit for the completion draft, you must do the following:

Choose an appropriate artifact

You have chosen a single artifact from your major and an analogous artifact from a different university. You have analyzed both artifacts thoroughly.

Compare artifacts

You have identified ways in which the artifacts are different in terms of language, design, and other content.

Rhetorical purposes	You have offered possible reasons for why these artifacts might be different, such as audiences, goals, or rhetorical strategies.
Media Examples	You have chosen media to help demonstrate your points. This could include images (such as screen shots of a website or video), links to media content, or self-created media that helps show points.
Reflect on your choices	Write a reflection that explains why you have chosen your artifacts, how you noticed differences, and why you have chosen to focus on those differences (as opposed to others). Explain your selection of any media content, such as images, sounds, videos, links, and so on. Please remember that reflections are worth 50% of your completion draft.

Revision Drafts

Revision drafts are graded on the criteria below. Each criterion is evaluated as “exceptional,” “met,” or “not met.” If all of the criteria are “exceptional,” you will earn an A. If they are all “met,” you will earn a C. One or more criteria in the “not met” column may result in an F.

Grading Criteria: Reflection	Exceptional	Met	Not Met
1. Reflecting on Your Artifacts	You have clearly explained why you have chosen your artifacts, including why this artifact represents your major and how the two artifacts are analogous.	You explain why you have chosen your artifacts.	How your artifacts were chosen is missing or incomplete.
2. Reflecting on Your Analysis	You have clearly explained why you chose certain topics of difference, including why some topics were chosen over other possibilities.	You have explained why you chose certain topics of difference to focus on.	How your topics were chosen is missing or incomplete.

3. Reflecting on an Alternative Rhetorical Approach	You have offered one or more changes to the artifacts and explained clearly how the changes would make the artifacts more rhetorically effective.	You have offered one change to one of the artifacts that you think would make it more rhetorically effective.	No alternative approaches are mentioned.
4. Reflecting on Your Media Choices	You have included media in ways that helps to further demonstrate your points more clearly.	You have included appropriate media to help make points.	Media is not included or does not help to make points.
5. Responding to Feedback	You have revised your reflection substantially and/or thoughtfully based on both your peers' and your instructor's feedback.	You have revised your reflection based on both your peers' and your instructor's feedback.	No revisions to the reflection have been made or only minor changes have been made that do not adequately respond to feedback.
6. Meeting Requirements	You have met or exceeded all of the requirements for the reflection.	You have met all of the requirements for the reflection.	One or more of the requirements for the reflection has not been met.

Grading Criteria: Analysis	Exceptional	Met	Not Met
1. Artifacts	You have chosen an artifact that represents your major at NIU and a very analogous artifact from a different university.	You have chosen an artifact connected to your major and a similar artifact from a different university.	Artifacts are not connected to your major and/or are not analogous.

2. Comparison	You have found at least three points of comparison between the two artifacts that help to show a bigger picture about rhetorical goals.	You have found at least three points of comparison between the two artifacts.	The points of comparison are missing or weak.
3. Rhetorical Explanations	You have given compelling reasons for similarities and differences in the artifacts and have explained these clearly within the context of audience, purpose, genre, and medium.	You have given reasonable explanations for similarities and differences in the artifacts and connected them to audience, purpose, genre, and/or medium.	Explanations for similarities and differences in the artifacts are missing or incomplete.
4. Media Integration	You have chosen media that clarifies your points about rhetorical explanations and further helps to support those points.	You have chosen media that helps to support your points about differences in the artifacts.	Media is missing or does not help support points about differences.
5. Responding to Feedback	You have revised your analysis substantially and/or thoughtfully based on both your peers' and your instructor's feedback.	You have revised your analysis based on both your peers' and your instructor's feedback.	No revisions to the analysis have been made or only minor changes have been made that do not adequately respond to feedback.
6. Meeting Requirements	You have met or exceeded all of the requirements for the analysis.	You have met all of the requirements for the analysis.	One or more of the requirements for the analysis has not been met.