

Social Media Apology Assignment
ENGL 211: Green Rhetoric in the Media
Instructor: Jen England

Overview: After thinking and writing about your environmental literacy, you probably realized that environmental messages are everywhere. These messages come to us from a variety of mediums, one of which is social media. This assignment will require you to explore the ways in which social media is (or can be) used to share information about environmental and sustainability issues. This assignment asks that you think rhetorically about issues that received –or could receive—backlash from the public and that you write an apology for those issues.

Requirements: The Social Media Apology consists of three components. Once you've brainstormed and chosen an environmental/sustainability event (an issue, accident, etc.) you will be prepared to begin working on these components:

1. Maintain a Tumblr blog.

After creating a Tumblr account and designing your blog, you will post about your chosen event. These posts will be assigned as homework and will include more specific directions for what to include in each post.

See <http://greenrhetoric.tumblr.com/> as an example; some of the work you post on your Tumblrs will also be posted here. Additionally, you will “follow” your classmates Tumblrs so you will have access to a lot of examples and interesting material.

2. Rhetorically analyze the event (1-2 pages).

Your Tumblr posts will encourage you to consider the rhetorical context, claims, evidence, and persuasive appeals used to discuss your chosen event. Using this informal information, you will write a short (1-2) page rhetorical analysis of your chosen event. This rhetorical analysis should not only draw from your Tumblr posts but should also expand on that information to write a more in-depth analysis of your event.

You will be provided with explanation and guidance for writing a rhetorical analysis in class. As always it is important that you attend class daily; otherwise you may not feel prepared to construct a rhetorical analysis.

3. Write an apology for the event (1 page).

Once you have rhetorically analyzed your chosen event, you will be prepared write an apology for it. This apology must taken into consideration aspects of your analysis, and you must decide the best way to approach delivering an apology that will be effective. Remember that aspects such as audience, appeals, and claims are especially important in writing an apology.

Because this apology is created for posting on social media, you should also include multimodal aspects, such as links or photos. Again it is important that you attend class as we will be discussing approaches to writing apologies and to incorporating multimodality in class.

Due dates:

- Rhetorical Analysis Peer Review Draft: Monday, October 1
- Apology Peer Review Draft: Friday, October 5
- Final Draft: Monday, October 8

Format & Submitting: Both your rhetorical analysis and apology will be posted to your Tumblr blog.

However, to make it easier to read and provide you with feedback, I'm also asking you to do the following:

For the peer review drafts, you will need to bring 2 hard copies to class for your peers. The final draft will be uploaded to the "Assignments" tab on Canvas. I will respond to your "final" draft on Canvas.

***Remember:** This is a portfolio-based course, which means you will have all semester to continually revise your work. However, this doesn't mean you can write "lazy" drafts. **I expect completed drafts** – all ideas are worked out and well supported, the organization is clear, and there's evidence of proofreading. The more thorough your drafts, the better feedback your peers and I can provide you.