

Project #2 – Cultural Literacies

Your job for this assignment is to write an artifact or profile analysis of a digital or multimedia “object” of some kind. The object could be a YouTube video, website, blog, or something created specifically for online content distribution. If you have another idea, feel free to suggest it. **Think about what the artifact or profile says about the culture that created it.**

I want you to make an argument about the artifact or profile based on the details you find – try to think about these (but do not answer them as if you are checking them off a list):

- What does this artifact or profile tell us about its creator or author?
- How does the author portray him or herself through the artifact?
- In other words, who is this person?
- What are they saying about themselves?
- What argument is this artifact or profile making?
- What assumptions are we making?
- How does this relate to you?

Requirements: your paper should:

- Have a clear focus, so that your reader knows what you are arguing and why
- Include a full enough description of the artifact so that the analysis makes sense
- Be well-organized, so that each paragraph has an identifiable purpose and point
- Use detailed evidence (language, description) from the artifact you’re analyzing
- Use examples from the text (artifact) itself to support your argument
- Have a title that indicates both the subject of your analysis and your position on it
- Carefully proofread and edit
- Have examples from the artifact itself
- Have research to support your analysis of the artifact

What’s the point?

You spent the first project thinking about how digital technologies have affected you, now try thinking about how they have affected others, how so, who created them, why, and so on. **Try to rethink how others use technology and how that affects you.**

Your finished paper should:

- Be 3-4 double-spaced pages in length
- Include a one (1) page Reflection Memo describing your processes and reflection at the end of the paper
- Use MLA formatting for any citations
- Include a properly formatted MLA Works Cited page
- Include relevant images (properly cited)