

Remediation/Remix Project (200 points): Rhetorical Rationale

**** Remember:** rhetorical rationales are your opportunity to first articulate your rhetorical choices and then defend and justify them in order to illustrate how the creation of your text was rhetorically informed. **

1. Rhetorical Situation (75 points)

- What was your rhetorical situation? More specifically:
 - What is the exigence(s) (besides satisfying an assignment and earning a grade)?
 - Said another way, why did you create this text; what purpose does it serve?
 - Who is the audience? Are there multiple audiences?
 - Defend the extent to which your text functions as an appropriate response to your exigence(s)

2. Transformation (75 points)

- Is this text a remediation or a remix? Why is it one and not the other? Or is it both?
- What is the old/antecedent text(s)? Why did you remediate/remix that text(s)?
- How is this text transformative; that is, how does it create new meaning and/or provide a new “reading” experience? Put another way, how did you ensure this text wasn’t derivative? Defend the transformative nature of your text.
- Does the audience need to be familiar with the old/antecedent text(s) to understand the new one? Why or why not?

3. Genre (20 points)

- What genre did you work in, and why was this an appropriate choice considering your rhetorical situation? Were there other genres you were considering, and if so, why did you ultimately select the one you did? Defend your genre selection.
- What is the genre(s) of the old/antecedent text(s)? Is it different from the new text? Why or why not?
- What type of identity did you adopt while composing in this genre and how, if at all, was it different from the one(s) you assume while composing in other genres?
- Overall, how significant of a role did genre play in the creation of this remediation/remix?

4. Medium/Circulation (20 points)

- What medium (print, screen, network, audio, etc.) did you use to deliver this text and why? Defend your medium selection.
 - More specifically, what platform(s) (e.g., YouTube, Tumblr, Flickr, Facebook, Twitter, Wix, Weebly, Vuvox, Glogster, WordPress, Prezi, iTunes, etc.), if any, did you use to house this text and why? Defend your platform(s) selection.
- What text-technologies did you use to create this text and why?
- What medium (and, if pertinent, platform) was used to deliver the original/antecedent text(s)? Is it different from the one used to deliver the new text? Why or why not?
- How will this text reach its intended audience? In other words, how will it circulate, how will you complete the transaction process between rhetor and audience? Defend your delivery process.
 - What strategies, if any, did you use to draw attention to your text once “published”?

5. Fair Use (10 points)

- How does your text qualify for Fair Use? In other words, make an argument (or, since this has to do with legality, make a case) for why your text should be covered by Fair Use. Toward that end, make sure you speak to **all** four factors of Fair Use: (1) purpose, (2) nature, (3) amount, and (4) marketplace (and if you need a description of Fair Use and the four factor test, check out the “Fair Use Description and Criteria” document in the Additional Materials folder within the Course Library on Blackboard).
- Did you cite your sources properly? (Many of you might need to create a separate Works Cited page, but you’ll also want to think about how your text will circulate and still provide proper attribution.)
- What, if anything, was difficult or confusing about the Fair Use/citation process?

6. Reflection

- Sometimes, instructors forget to ask this: what did *you* learn from doing this project (about remediation and/or remix; about copyright and fair use; about composing; about rhetoric in general; about using a particular text-technology and/or genre; etc.)?
- If you had more time or could re-do this project, what might you revise, change, and/or do differently?
- In what ways was this project similar to a traditional academic essay? In what ways was it different? Which do you prefer composing? Why?

7. Additional

- Did you run into any complications/limitations/problems with this project that you want me to know about?
- Is there anything else you would like to tell me/explain to me about your project?