

Project 2: Analyzing, Interpreting, and Arguing about Music Videos

Objective: Write an essay that (1) articulates your interpretation of some feature of a music video and (2) argues for why your interpretation is plausible.

Steps

1. Engage in readings and classroom discussions about semiotics, visual literacy, and rhetorical analyses.
2. Engage in multiple close readings of your assigned music video. Take notes on anything you find interesting or puzzling: what patterns emerge, what audio/visual/gestural/linguistic/spatial features are most notable, etc.
3. Choose one specific feature of the music video to interpret: a single shot, a sequence of shots, use of a specific camera angle, a recurring visual motif or color, a specific costume, a series of gestures, an editing choice, etc.
4. Consider how the rhetorical situation and rhetorical appeals of the music video intersect with your chosen feature.
5. Compose a thesis that articulates how you think audiences should interpret the meaning of your chosen music video feature.
6. Develop a set of reasons to defend your interpretation. Support your reasons with (a) specific and detailed descriptions of the video and (b) reliable secondary resources that describe the rhetorical situation of the music video.
7. Develop a counterargument that asserts some reason why audiences might reject your interpretation. Compose a rebuttal to respond to the counterargument.
8. Compose a short essay that articulates and argues for why the audience should accept your interpretation.

Requirements

The final piece must:

- State and argue your unique interpretation of some feature of the music video
- Defend your interpretation with evidence from the video and from reliable secondary sources
- Establish how that interpretation fits into the meaning of the whole music video
- Use a sound organizational structure for paragraphs and for the body of the essay
- Include at least 900 words total but should exceed that wordcount if you want a high A grade
- Include substantial changes from the first draft consistent with professor and peer feedback
- Use APA format with a references page
- IF YOU USE GEN AI: You must include a brief written statement indicating HOW, WHEN, and for WHAT PURPOSE you used the tool along with a link to the prompts
- Include 3 additional deliverables:

Project 2 Deliverables

Oct. 13: Project 2 Proposal: (10%)

Oct. 27: Project 2 Half Draft (15%)

Nov. 1: Project 2 Process Documents (IN CLASS ASSESSMENT, MUST BE PRESENT to receive points) (10%)

Nov. 3: Project 2 Full Draft (25%)

Nov. 14: Project 2 Final Draft (40%)