

# WELCOME STUDENTS

ENG 180 Section 10

## College Writing 1



”

Tuesday, Sept. 7, 2021

*“Indeed, learning to write may be part of learning to read. For all I know, writing comes out of a superior devotion to reading.”*

-Eudora Welty

Prof. Jen Anne Becker

JA-Becker2@WIU.edu

Virtual Office Hours

<https://tinyurl.com/ProfBhours>

M 2:00-3:30pm

In-person Thurs 11am-12pm

Simpkins 108

# Today

- Freewrite/share (call on volunteers as needed)
- Purdue Owl slides: Visual Rhetoric
  - ◆ How Text Elements, Colors, and Images can help or hurt Rhetorical Appeal
- Group Work: Identify Visual Rhetoric
  - ◆ Be prepared to share from your group (call on volunteers as needed)
- Proper formatting for academic papers
  - ◆ *In Conversation* pgs. 394-395
- Wrap-up/Reminders

# Freewrite

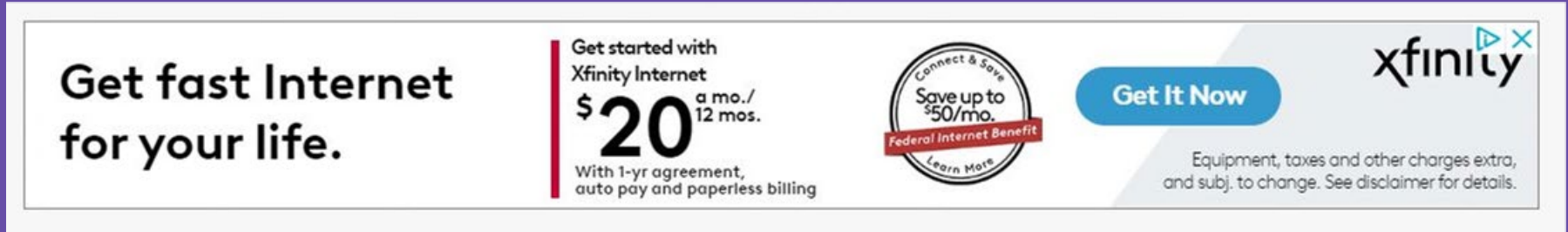
- Think about a vacation you've taken in the past (or one that you wish you could take). Now, choose one of the rhetorical appeals (Ethos, Pathos, or Logos) to write about how you could persuade somebody to choose that vacation spot.
  - ◆ Apply ideas related to text/font, color, or images that were discussed in your readings for today.
  - ◆ How can you incorporate one or more of those elements to persuade your audience using one of the rhetorical appeals?

# Purdue Owl: Visual Rhetoric

- FIRST NOTE: This slideshow is mostly designed for a workshop for students, created by Purdue Owl, about how to do graphic design, but because graphic designers give consideration to the same rhetorical situation when creating their designs, we, as the audience and the analyzers of their advertisements, can use this slide presentation to pick up on the same cues they use as we learn how to determine what rhetorical situation they were focused on.
- Slideshow from [Purdue Owl](#) to review Visual Rhetoric Readings

# Group Work: Identify Visual Rhetoric

→ Follow Activity description on pg. 53 of *Joining the Conversation* to identify Visual Rhetoric elements in the following ads found in *The New York Times* online edition:



**Get fast Internet for your life.**

Get started with Xfinity Internet **\$20** a mo./12 mos.  
With 1-yr agreement, auto pay and paperless billing

Connect & Save  
Save up to \$50/mo.  
Federal Internet Benefit  
Learn More

**Get It Now**

xfinity

Equipment, taxes and other charges extra, and subj. to change. See disclaimer for details.



**Learn how to get Gig WiFi.**

Equipment, taxes and other charges extra, and subject to change. See disclaimer for details.

Or get started with 50 Mbps for **\$20** a mo. / 12 mos.  
w/ 1-yr agreement, auto pay, and paperless billing

Plus, ask about 2 Gbps speed that's 2x faster than AT&T.

**Get It Now**

xfinity

# Academic Paper formatting

→ *In Conversation* pgs 394-395

- ◆ All text should be double spaced
- ◆ Use Times New Roman font
- ◆ Create a header in the upper right corner with your last name and page number
- ◆ On the left of the page include your name, professor name, the class title, and date
- ◆ No extra spacing before or after paragraphs
- ◆ Center the title of your paper
- ◆ Begin the paper

# Academic Paper formatting

→ Example from a paper I submitted last week:

Becker - 1

Jen Anne Becker

Dr. Banash

English 500

August 30, 2021

Critical Summary Paper: “If You Prick Us”

In his 2017 article, “If You Prick Us,” Stephen Greenblatt argues that despite the commonly

# Reminders

Nothing due tonight!

Readings for Thursday...

- JC: “What is Analysis?” pgs. 53-61
- IC: “Write a Rhetorical Analysis” pgs. 49-52
- WO: Visual Advertisements Folder

Due Thursday night: Rhetorical Analysis Invention Worksheet

Office Hours

- Virtual: Mondays 2-3:30pm, [tinyurl.com/profBhours](https://tinyurl.com/profBhours)
- In-person: Thursdays 11am-12pm, Simpkins 108