

Description

Each week you will compose an assignment related to what we've covered that week. *It's ~time~ for us to create our MEMEs based on the rhetorical term "enthymeme."*

The below alternative assignment is adapted from Dr. Diana Ashe, Professor at the University of North Carolina Wilmington. (Some "old school" emojis have been added for your enjoyment.)

The Situation

You work for your friend and up-and-coming YouTuber, JacknoCorpss. Their content has really been taking off lately, from spooky video game playthroughs to snack food reviews. The next thing they want to do is a meme review. As their content manager, editor, etc. (wow, this seems like a lot of work -_-), you're tasked with finding memes for them to review.

You've been scrolling through Reddit online for hours. At this point, you're back in 2016 and these memes seem ancient, but then you happen to see a meme you're familiar with. It's your favorite meme! It makes you laugh like you're seeing it for the first time again. You feel like you have to put this into the meme review, so you send it along to your YouTuber boss.

The Details

JacknoCorpss loves the meme and your sense of humor so much that they want you to create the content plan for the entire video (which you usually do anyway 0.0).

You always start with your research. Thinking back to your time at Clemson University, you remember your ENGL 1030 professor mentioning something about how memes are actually rhetorical devices called enthymemes.

Quickly, you go back through your student email (they haven't deactivated this yet?) to find the website your professor sent. It reads:

"Visit this website <http://rhetoric.byu.edu/Figures/E/enthymeme.htm> for the definition of an enthymeme!"

(Follow the link! >.<)

After you've looked at the above website and better understand what an enthymeme is, you do a bit more of research on your own. You find a short video on YouTube about enthymemes titled "[Memes and Enthymemes](#)."

(Watch the video! >.<)

JacknoCorpss really appreciates all of the research you've done so far and decides to reward you by letting you cameo in their video (yeah, unfortunately this position is unpaid -_-). JacknoCorpss doesn't want you to appear in the video, but wants you to create your own meme for them to review!

You look through your student email again (I can't believe they haven't deactivated this yet! XD) and find the tools your professor gave you back then. The professor suggested using:

- the [meme generator](#),
- [Adobe products](#), or
- [Canva](#).

Along with your meme, JacknoCorpss asks you to tell them what rhetorical choices you made in developing your meme. That way, they have a general idea of what to say when your meme comes across their screen during meme review.

JacknoCorpss sends you the following list of questions to answer:

- How effective is your meme? Give evidence using the appeals.
- State the conclusion you're trying to get me to think about with this meme. What is the unstated premise I need to understand the meme? What do I need to know to understand the meme is funny/the conclusion?
- Who is the audience for this meme?
 - This leads back to some arguments being better suited for text and some better suited for images—so how do we choose our mode?
- Why did you choose that particular image with/without the text you used? Did you think about your audience or did you just pick a meme that interested you?
- How does the text of the meme align with (and/or push against) expectations for that image? Does the text make your argument stronger or weaker?
 - If the argument is weaker, where is the disconnect between the conclusion and the premise?
- After looking through the enthymeme definition from the *Silvae Rhetoricae* and watching the YouTube video, how do you think your meme would or should change? Are there areas of improvement?

The Submission

You will submit:

1. Your favorite meme
2. A brief description of why your favorite meme is your favorite
3. Your own original meme
 - Use the tools above (meme generator, Adobe, Canva) to complete this
4. A brief description of the rhetorical choices you made in your own meme
 - Answer at least three questions from the list above

Please compile both memes and their descriptions into one file for submission. This can be in any file format that you're comfortable with, but here are a few file formats that would go well with this assignment: PDF, Word Doc, or Adobe Spark page.