
LANDMARK ANALYSIS

For this assignment, you will analyze the rhetoric of a landmark in your chosen community. This could be in Clemson, but it does not have to be. Your landmark could be a tourist attraction or something more local. It will be a structure or space that makes an implicit argument about your community to community members, outsiders, or both. The landmark should be accessible to you **now** because you will need to write about the experience of being in the space.

Note: If you are uncomfortable visiting a physical space, you could also choose to write about a digital space that represents your chosen community. For instance, if you chose to write about Clemson, you could analyze the "History of Clemson" webpage.

Our readings have discussed how spaces can make implicit arguments about the communities they represent, including who belongs in those communities. In this assignment, you will use evidence from your structure or space to make an argument about **its** argument.

Think about:

- What claims does this space make about the community in which it is located?
- Who is invited to this space? How do you know?

You'll connect your observations of the space to the rhetoric around the space, so it will be beneficial to find examples of other public discourse about it—this could be news articles, promotional materials, etc. Some historical research may also be helpful, but do not let that take over your analysis.

Be sure to cite any outside sources in MLA format, both in your paper and on the Works Cited page.

EVALUATION

Evaluation guidelines are established below.

For a B contract, projects should:

- Make an argument about the rhetoric of a public landmark or space
- Support that argument with evidence from the landmark or space
- Connect your observations to the broader rhetoric around this space
 - How do people talk about this space?
 - How does this public discourse connect to/affect the rhetoric of the space itself?
- Show an awareness of how this space would affect different audiences
- Be well-organized and easy for the reader to follow
- Provide MLA citations for all outside sources
- Meet format requirements
 - Traditional Essay: 1000-1250 words, double-spaced, in legible font, at least 3 external sources (not including the landmark)
 - Other Formats: (1) 3-4 minute video essay with script and sound; (2) photo essay with 10-15 photographs, commentary, and thoughtful layout; (3) 4-5 minute audio tour stop with script, designed to be heard as audience explores the landmark; (4) other instructor-approved format

For an A contract, projects must meet all the requirements for a B and do at least one of the following:

- Demonstrate exceptional insight into the rhetoric of a space
- Effectively link concepts discussed in our readings to the space you are discussing
- Papers must also:
 - Effectively incorporate image, video, and/or audio evidence. Some examples of what you could include:
 - Audio files that demonstrate how the space sounds at different times of day
 - Images of the visual features discussed in your paper to help the reader follow your argument
- Other formats must also:
 - Effectively incorporate at least **ONE** original image, video, and/or audio evidence. If you are unable to incorporate an original image, video, and/or piece of audio, the format length req. is longer.
 - (1) 5-6 minute video essay with script and sound
 - (2) photo essay with 15-20 photographs, commentary, and thoughtful layout
 - (3) at least 5 minute audio tour stop with script, designed to be heard as audience explores the landmark
 - (4) other instructor-approved format