

Multimodal Discipline Project

Translating a Scholarly Article in Your Field of Study for a Public Audience

Adapted from *An Insider's Guide to Academic Writing*, by Miller-Cochran, Stamper, and Cochran. Bedford/St. Martin's P, 2016.

First draft due Monday 9/27 by 11:59PM. Final draft due Tuesday 10/12 by 11:59PM.

The total project grade is the average of the first and final grades. Full drafts are expected for both first and final drafts. If you choose to compose a podcast or video report, BOTH the podcast/video AND the transcript are due for each submission.

OVERVIEW

For this assignment, you will recompose (“translate”) a scholarly article from your field of study (Computer Science) into something digestible for a public audience. Your final project should follow a blog post (with images) as multimodal format

- **Blog Post (with images)**

There are three parts to this assignment:

- Locate, read, and analyze a *recently* published scholarly article in your academic discipline that addresses a topic of interest to you *and* the general public. (Note: “Recently” means **within the last ten years**.)
- Reformat (“translate”) the article in a new genre appropriate to a public audience, paying attention to structure, language, and reference (SLR) conventions.
- Write a reflective analysis about the choices you made as you composed your “translation.”

LEARNING OBJECTIVES

After completing this assignment, you should be able to:

- Analyze the rhetorical features of scholarly writing in your discipline and public writing.

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- Identify the conventions of various genres of scholarly, professional, and public writing.
- Write with an awareness of how the rhetorical situation and rhetorical context influence the SLR conventions writers use to achieve their purpose in writing to specific audiences.

The final project should range from 1,000 to 1,500 words (in the transcript or written portion of the article); this total does not include the Reflective Analysis.

STEP ONE: IDENTIFYING YOUR NEW AUDIENCE

After you choose your article, read it carefully so that you understand what it conveys. Next, identify a new audience for your translation of the article. The objective is to shift the audience from an academic one to a public one. Think of the average audience member who might come across this piece and ask yourself, “Would this person be able to understand what I’m trying to say?”

STEP TWO: PICKING A GENRE AND MANAGING EXPECTATIONS

Closely analyze an example or two of the kind of genre you’re attempting to create and consider how those genre examples fulfill the expectations of the target audience. Consider all four elements of the rhetorical context: author, audience, topic, and purpose. What would the average audience member of this genre type expect from this composition? Try to mirror how the genre would appear in a real situation.

STEP THREE: CREATING THE BLOG POST

The genre you’re producing could take one of the forms listed above. As such, the form structure and development of your ideas are contingent on the genre you’re attempting to construct. Look at/listen to examples of pieces in this genre for ideas. Use any media software available to you to create the final product. If you need ideas for creating the composition, please let me know. We will review sample compositions and ideas for composing for each genre in class.

STEP FOUR: WRITING THE REFLECTIVE ANALYSIS

Once your translation is complete, write a reflective analysis of at least 250 words. As part of your analysis, consider the rhetorical choices you made as you constructed your translation. Offer a rationale for each of your decisions that connects the features of your translation to your larger rhetorical context. For example, if you had to translate the

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title of the scholarly article for a public audience, explain why your new title is

Please include the reflective analysis on a separate page. Also, include your reflective analysis with both your first and final drafts.

EVIDENCE AND DOCUMENTATION

The Discipline Project does not require you to incorporate secondary sources, but if you feel it is appropriate to your reader and genre, then do so. Just make sure to mention the original sources in a format that fits your genre. Think about how you will incorporate evidence from the scholarly article you are translating. Public audiences appreciate a quotation or two, but you will find that you need to rely more heavily on summary and paraphrase in translating the article for a general audience.

GRADING RUBRIC

Criteria	Proficient	Adequate	Fair	Weak	No Credit
Message  Weight 20.00%	100.00 % Appropriately maintains the rhetorical purpose(s) and message(s) of the original article. Does not include additional commentary or personal opinion.	90.00 % Contains most of the rhetorical purpose(s) and message(s) of the original article. May or may not include additional commentary or personal opinion.	80.00 % Contains some of the rhetorical purpose(s) and message(s) of the original article. May or may not include additional commentary or personal opinion.	65.00 % Contains little of the rhetorical purpose(s) and message(s) of the original article. May or may not include additional commentary or personal opinion.	0.00 % Inappropriate for this assignment or missing altogether.
Audience  Weight 30.00%	100.00 % Uses language conventions appropriate for a public audience. Uses word choices that the audience could easily understand.	90.00 % Most language conventions are appropriate for a public audience. May use some word choices that the audience might not easily understand.	80.00 % Some language conventions may be inappropriate for a public audience. Uses some word choices that the audience might not easily understand.	65.00 % Much of the language is inappropriate for a public audience. Many word choices would be difficult for this audience to understand.	0.00 % Inappropriate for this assignment or missing altogether.

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<p>Genre </p> <p>Weight 20.00%</p>	<p>100.00 %</p> <p>Mirrors how the genre would appear in an actual published or broadcast situation. Establishes structure and reference conventions appropriate for the genre.</p>	<p>90.00 %</p> <p>Mostly mirrors how the genre would appear in an actual published or broadcast situation. Some structure and/or reference conventions might be inappropriate for the genre.</p>	<p>80.00 %</p> <p>Partially mirrors how the genre would appear in an actual published or broadcast situation. Some structure and/or reference conventions might be inappropriate for the genre.</p>	<p>65.00 %</p> <p>Mostly fails to mirror how the genre would appear in an actual published or broadcast situation. Few structure and/or reference conventions are appropriate for the genre.</p>	<p>0.00 %</p> <p>Inappropriate for this assignment or missing altogether.</p>
<p>Scholarly Article & Topic Choice </p> <p>Weight 10.00%</p>	<p>100.00 %</p> <p>Chooses a relevant and recent scholarly article in the student's discipline to translate. Chooses a topic that could draw interest from a public audience.</p>	<p>90.00 %</p> <p>The chosen scholarly article is mostly relevant and/or recent. The topic may or may not draw interest from a public audience.</p>	<p>80.00 %</p> <p>The chosen scholarly article is only partially relevant and/or recent. The topic may or may not draw interest from a public audience.</p>	<p>65.00 %</p> <p>The chosen scholarly article is hardly relevant and/or recent. The topic may or may not draw interest from a public audience.</p>	<p>0.00 %</p> <p>Inappropriate for this assignment or missing altogether.</p>
<p>Reflective Analysis </p> <p>Weight 10.00%</p>	<p>100.00 %</p> <p>Includes a reflective analysis that fully considers rhetorical choices made in the composition and offers succinct rationale for specific decisions. Meets 250-word minimum requirement.</p>	<p>90.00 %</p> <p>Includes a reflective analysis that mostly considers rhetorical choices made in the composition and offers adequate rationale for specific decisions. Meets 250-word minimum requirement.</p>	<p>80.00 %</p> <p>Includes a reflective analysis that partially considers rhetorical choices made in the composition and offers partial rationale for some decisions. May or may not meet 250-word minimum requirement.</p>	<p>65.00 %</p> <p>Includes a reflective analysis that does not consider many rhetorical choices made in the composition and barely offers any rationale for specific decisions. Does not meet 250-word minimum requirement.</p>	<p>0.00 %</p> <p>Inappropriate for this assignment or missing altogether.</p>
<p>Word Requirement </p> <p>Weight 10.00%</p>	<p>100.00 %</p> <p>The composition contains a minimum of 1,000 words (either in the text or transcript--not including the reflective analysis).</p>	<p>90.00 %</p> <p>The composition contains 900-999 words (either in the text or transcript--not including the reflective analysis).</p>	<p>80.00 %</p> <p>The composition contains 800-899 words (either in the text or transcript--not including the reflective analysis).</p>	<p>65.00 %</p> <p>The composition contains 700-799 words (either in the text or transcript--not including the reflective analysis).</p>	<p>0.00 %</p> <p>The composition contains under 700 words (either in the text or transcript--not including the reflective analysis).</p>