Feeder One Assignment

Instructions
Write a short visual analysis paper exploring one of the mass-market paperbacks in greater detail. Using visual and paratextual details as evidence, your analysis should identify a group of readers that you believe the publisher created the book for and designed/marketed it towards. When crafting your argument, consider at least two visual elements, as well as the style, content, and tone of the paratext. Write about how these elements were deployed to appeal to a particular group, keeping gender, social class, race, culture, and politics in mind. Your essay should be a maximum of two double-spaced pages (500 words) and written in a formal academic style. Any outside sources must be cited properly in MLA style. For helpful writing and citation guidelines, see the Purdue Online Writing Lab's Visual Rhetoric Guide and UNC's Citation Guide.

Tips for Getting Started
Use your responses to Visual Analysis Worksheet as a starting point. Instead of beginning with a thesis or argument in mind, start by taking stock of your observations. Identify common patterns and themes that emerge from your analysis. What aspects of the visual rhetoric and paratext are connected, and what aspects are surprising? Do any visual or textual elements seem out of context or out of place? Use specific visual details and/or quotes to answer these questions. Finally, given the historical and cultural context of the time period in which your book was published, make an educated guess about who would have purchased and read the text.

Assessment
Your visual analysis paper will be graded based on the following six criteria:

- Clarity of Argument: Have you identified a particular group (or groups) of readers and made a compelling case for them as the target audience of your book?
- Analysis and Evidence: Is your analysis grounded in concrete visual and textual examples? Do you make insightful comments, supported by specific observations and/or outside research?
- Context: Do you appropriately contextualize your argument by citing historical, cultural, political, or other relevant information about the time and place in which your book was published?
- Scholarly Writing: Is your writing clear, focused, fluid, and grammatically correct?
- Citation: Do you cite all of your sources using MLA conventions?