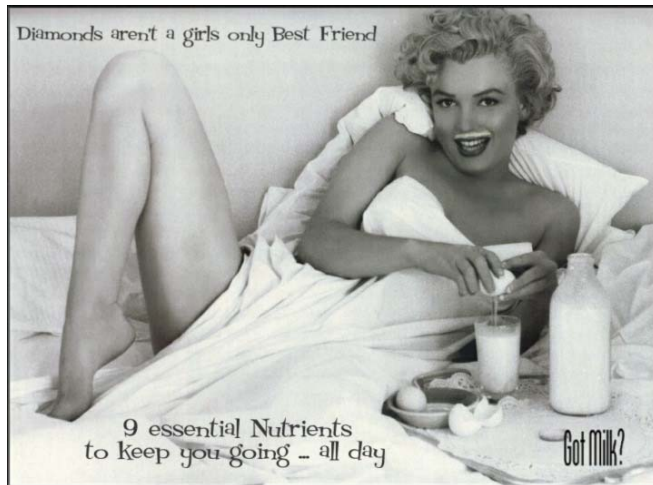


Sequence One Major Paper: Writing Beyond Seeing

engl 131 / sec. A7 / fall quarter 2005 / chang



Over the breadth and depth of your first sequence of assignments, we have considered, discussed, read, and written about different kinds of texts, about images and representations, about the construction of identities and meanings, and about the intersections of cultural and social locations such as race, gender, and sexuality. Lister & Wells' essay "Seeing Beyond Belief" offers a brief overview of cultural studies as a methodology, a lens for the analysis of the production, contextualization, codification, and identification of images. They contend that how an image is made, how an image

is presented, how an image is seen, and how an image is understood is fraught with complexity and layers of meanings and that "Cultural Studies allows the analyst to attend to the many moments within the cycle of production, circulation and consumption of the image through which meanings accumulate, slip and shift" (459). They argue that our understandings of identity, of culture, and of power can be excavated through the analysis of the images we create and consume.

Goal and Outcomes

For this 5- to 7-page formal paper, you will locate and choose one recent and compelling photograph or print advertisement. The image, your artifact, can be from a magazine, newspaper, or website. Consider well the source of your image, its size and overall visual interest, and its overall context. You will provide the original image or a clean, high quality copy; if the image is in color, the copy should be in color as well.

Drawing smartly and confidently upon Lister & Wells, you will isolate a **single, key concept from the reading** to analyze and complicate your chosen image. Consider how the image and Lister & Wells are in **conversation**. Armed with these concepts and the theoretical and analytical groundwork from previous assignments and class discussions **generate your own original claim, your own argument** about your image. Think about the following questions when you sit down to make your claim (though this is not to be a laundry list for you to simply run down the answers):

- What is the description of your image? Where did it come from?
- What is the importance of your artifact? What does it tell its audience? Who is its intended audience?
- What does your image mean? Does it comment on identity, culture, or power? Are these comments overt or covert?
- How is its production, circulation, and consumption important to its meaning or meanings?
- How will you apply Lister & Wells' methodology to your artifact?

- What are you trying to prove to your readers about the artifact? What is your claim about the image?
- Why is your claim important?
- What is **at stake** in your analysis and reading of the text and your artifact?

Your paper by necessity will include a brief explication of the image and will **demonstrate your ability to close read** both image and text. Your argument should be supported with valid evidence from Lister & Wells, **directly quoting and citing** the text when necessary. You are required to include outside sources (at least two, not to exceed five) including other texts read for this sequence, scholarly journals, and credible newspapers and magazines. Remember that you are not just describing the image and how your artifact is a nebulous part of culture, capitalism, advertising, and stereotyping. You will be expected to **critically analyze** your image and **persuasively articulate** how it reveals something significant about production, consumption, identity, race, gender, power, reality, or otherness.

Keep in mind the **course outcomes** as you work and write. To summarize, you should be prepared to make a solid and relevant claim using a well-developed and clearly organized analysis of your artifact by situating it within a particular and meaningful context, with clear evidence to support your argument.

Guidelines and Due Dates

Audience: You will write for an audience that includes a general academic community, which includes your instructor, your classmates, and the authors of the essays we have read. Keep in mind that your audience is varied in many ways, including academic experience and familiarity with the texts, so you'll need to consider of what information each type of reader will need to make sense of your essay. Another good way to think about your audience is to imagine the publication in which your essay could appear such as the *Reading Contexts* anthology or *e.g.* website or a scholarly journal.

Format: This assignment is a formal, academic paper and should follow the manuscript guidelines outlined in the course policies:
formal title page, appropriate title for your paper
5-7 pages, typed, double-spaced, with MLA citations, stapled
1 paragraph describing your audience
bibliography, correct MLA format
copy of image

Targeted outcomes: 1, 2, 3, 4

Paper Proposal/Conference Memo: Bring to your conference on _____ your Conference Memo (Short Paper 1.5 to be assigned), which identifies key concepts, your overall claim, chosen artifact, and a rough outline of your main ideas.

First Draft: Please bring 3 copies of your paper for peer workshopping to class on THURSDAY, OCTOBER 27, 2005.

Final Draft: Make revisions based on comments and responses from me and your peers and hand in the revised final draft in class on TUESDAY, NOVEMBER 11, 2005.