Paper 3: Multimodal Analysis

Description: 3-4 pages, double-spaced, Times New Roman, 12 pt.-font, MLA formatting
Sources: Select one poster from the “Multimodal Visual Analysis Powerpoint” on Canvas that we have not discussed in class
Due Date: October 4th

The Assignment
Write an analysis of a multimodal text, a text that uses both written words and images. Your analysis should engage the text in a critical way by explaining how the text works to communicate a message and by posing an effective analytical thesis statement.

A successful multimodal analysis will provide:

- A careful and critical reading of the different modes used and the role and feature of each mode, especially an analysis of the visual qualities of the image;
- An effective thesis statement (RWF 87), which presents your understanding of the text’s portrayal of its subject;
- A balance of summary and analysis;
- Support for the thesis;
- Careful attention to academic language, grammar, and form.

Getting started
Explore ideas for your multimodal analysis by asking questions such as:

What are the different modes used and what roles does each play within the text? What are the features of each mode? What is interesting, strange, or revealing about the text’s message and the way it is communicated?