

Multimodal Counternarrative Project

“There are no new ideas. There are only new ways of making them felt.”

-Audre Lorde

For this project, you are making a counternarrative to the myth you choose from *Rereading America*. This counternarrative can take the form of a video, a podcast, a series of Instagram posts, a series of TikTok posts, a skit/play/presentation, or you can create an immersive experience for the class that involves us in playing a game, etc. You’re welcome to create it as a group or as an individual. Essentially, it’s whatever you want it to be. Just make it persuasive. You will present it to the class on May 18th, the last day of class.

The most important thing to remember for this project? DON’T USE LOGIC as your primary strategy because *people aren’t primarily logical!* We don’t change our deeply-held beliefs because someone offers us facts that contradict them—we change our beliefs because they no longer *feel* right. So, when you want to convince someone of something (as you do for this project), try to create an experience that will help your audience experience the truth of what you are saying for themselves. Or tell a good story. This could be a made-up analogy (like Jason Reynold’s story about the fish), or it could be a real story that illustrates the truth of what you’re saying. Find a documentary or news article—a real story that illustrates what you’re saying. Having a specific example can really help. Appeal to your audience’s emotions and values and use *ethos*-based strategies to leverage your authority.

Facts and figures can *complement* these strategies, but only if you use them strategically. Consider your audience carefully, because it determines the media you use and the overall tone and aesthetics of your project. Your audience could be your classmates in ENG 111. It could, however, be boomers who are not on TikTok, or children who are not yet on social media. Your strategy needs to adapt accordingly.

Finally, have fun with this! This is meant as a fun way to show off what you’ve learned about rhetorical strategy and is not meant to be stressful.