

ENGL 102 Research Proposal

Overview:

1. Why are we doing this?

Pitches help us articulate our topic and research questions in specific terms. By beginning with a clear focus on our topic, we can produce thorough, effective research from which we can draw more nuanced conclusions. We are working on a semester-long research project in this ENG 102 class, and this is the first phase. Choose well because this is the topic you'll remain with throughout the entire semester (unless we discuss otherwise), and remember it will evolve throughout the semester. An annotated bibliography and the final research project, which I will assign later in the semester, are the following steps in this endeavor.

2. Ok, I'll buy that. But why are we pitching using a digital platform?

This assignment asks you to consider how actual images can help you tell your story and ask your questions. What opportunities does visual rhetoric offer? What constraints? And what about the existing visual rhetoric of your topic that is already contributing to its narrative as you currently understand it?

This assignment serves as a **multimodal** project, meaning that they incorporate more than one type of communication modality. You are to use **visuals** as well as **text** to communicate here. So a proposal that includes images is intended to get you to start thinking about the power that images have in communicating ideas.

- For more, read this [article](#) about multimodal composing.
- You can use Adobe Express.
- Create an account through the school option here:
- <https://express.adobe.com/sp/>
- Or...Canva or any platform you would like to run by me.

3. What is it?

Your proposal should be on one of these platforms (or a similar platform that can support images and text in harmony) that announces your research topic and question(s), and why they are a fruitful path of inquiry.

4. Who is the audience?

Your audience is, first, yourself (to help you clarify your thinking in preparation for the research) and, second, me (to help me understand what interests you and what you are planning). Your classmates are a third audience (they will provide you feedback as well on clarification issues, etc).

5. What do I need to include in my proposal?

- State **the problem or question you are interested in**. What issue or topic of interest do you wish to pursue in relation to an academic argument? What sub-questions would you need to explore as part of this inquiry?
- Discuss **why you are interested in it**. For example, you could focus on how the pandemic impacted the landscape and culture of TikTok because you are a Tiktoker. Or a representation of certain social issues or literary figures in some form of media because of how you may connect to this.
- **Discuss which other audiences might be interested in it, and why**. What stakes do they have in the issue?
- **Discuss possible sources**. Over the course of the semester, you will do secondary source research (by reading what other people, including scholars, have discovered) and primary source research (by conducting interviews, surveys, or observations, collecting and analyzing documents, or hunting around in UofL's archives).
 - What primary source research would make sense? Describe in as much detail as you can what this might entail. Include how you would contact potential participants and what you would ask them to do.
 - What popular secondary sources might provide contemporary perspectives on your topic (e.g., particular magazines or newspapers)?
 - What academic disciplines do you think are doing research on your topic (e.g., sociology, public health, marketing, African American history)?
- **Works Cited** (in MLA) (Images, videos, and source information used)

6. How do I do this on a digital platform?

- a. It should read kind of like a photo essay. You can caption the images, or use the images to communicate something listed above, such as your view of a certain local group that interests you, or one that sparks your curiosity about it.

A Research Question:

A research question is meant to direct your efforts as you collect sources, critically read and evaluate them, and take notes on them. A research question is preliminary to formulating your thesis. When going into research on a topic, you won't be sure right away as to what your thesis should be. At the same time, however, you need to have some kind of focus as you collect your sources, and that is what your research question is for.

Sample research questions:

- How has the pandemic impacted social media?

- Who owns the copyright of music on social media?
- Should medical professionals be allowed to market pharmaceuticals to their patients?
- Should colleges and universities have to pay their student-athletes?
- Are creators on social media getting credit for their creative work?
- What impact does social media have on certain communities?
- Should cyberbullying carry legal consequences?
- Should companies have to provide paid parental leave?
- Do violent video games cause people to act more violently?

As you research, you should refine your research question to be more specific.

- For each idea, write the following (bullet points are fine):
 1. What is the **problem or question** you are interested in?
 2. **Why are you interested in it?**
 3. Which **audiences** might be interested in it, and why?

Proposal Rubric:

- A Title: While it is early to have a finalized title, come up with a tentative title for your paper.
- State the problem or question you are interested in.
- Discuss why you are interested in it.
- Discuss which other audiences might be interested in it, and why.
- Discuss possible sources.
- The demonstration was imaginative and effective in conveying ideas to the audience.
- The presentation contained an abundance of material which clearly related to the main arguments.
- External research was used to justify arguments or solutions.
- The presentation of the material was original and presented in a creative way that held audience attention.
- At least 800 - 1000 words
- At least three images
- Two potential secondary sources
- A works cited page (MLA)

Due Dates:

- Rough Draft (need not be in Express) due by class time on ----- Wednesday, February the 1st!
- Proposal is due -----Friday, February 10th at five!