The New Media compositions we watch today are great examples of how putting diverse elements of text, images, music, and words can create something bigger and more interesting than the sum of its parts. All those elements work together in new and unexpected ways.

As in the following:

- “Wanna Be Startin’ Somethin”: [http://jump.dwrl.utexas.edu/content/wbss](http://jump.dwrl.utexas.edu/content/wbss)
- “You Are Only a Stranger Once”: [http://storiesforchange.net/story/you_are_only_a_stranger_once](http://storiesforchange.net/story/you_are_only_a_stranger_once)
- “Bad Choices”: [http://www.creativenarrations.net/node/76](http://www.creativenarrations.net/node/76)
- “Standardized”: [http://www.youtube.com/watch?v=BasSXwwI-Y0](http://www.youtube.com/watch?v=BasSXwwI-Y0)

But practically, how do we start to do that—how do we do rhetorical analysis using digital video?

First things first. In authentic writing situations, your knowledge of and choices about audience and purpose lead to decisions about genre. Examples? So let your content and rhetorical goals determine the shape your work takes.

Here are some options as you get started with this assignment:

**VIDEO**

1. **Do a screencast.** One really easy and powerful way to do this is to screencast it: to create a video of you using your computer.
   a. **EXAMPLES:**
      i. [http://www.youtube.com/watch?v=El_KTbJHEXg](http://www.youtube.com/watch?v=El_KTbJHEXg)
      ii. [http://www.youtube.com/watch?v=2pV4NJtqAEU](http://www.youtube.com/watch?v=2pV4NJtqAEU)
      iii. [http://www.youtube.com/watch?v=BXhs8qxIOhE](http://www.youtube.com/watch?v=BXhs8qxIOhE)
   b. **TOOLS:** Jing; Screecast-o-matic; Screencast.com

2. **Do a drawing.** Another great thing to do would be to video yourself drawing on a whiteboard or piece of onion paper, then talk underneath it.
   a. **EXAMPLES** of whiteboard videos:
      i. [http://www.youtube.com/watch?v=zDZFcDGpL4U&feature=player_embedded](http://www.youtube.com/watch?v=zDZFcDGpL4U&feature=player_embedded)
      ii. [http://www.youtube.com/watch?v=u6XAPnuFjlc&feature=channel](http://www.youtube.com/watch?v=u6XAPnuFjlc&feature=channel)
      iii. [http://www.youtube.com/watch?v=Uk8x3V-sUgU](http://www.youtube.com/watch?v=Uk8x3V-sUgU)
b. **EXAMPLES** of videos with onion paper (notice that in the two “Tales of Mere Existence” videos below, he’s drawing backwards, on onion paper, filming from underneath by suspending the camera below a glass table. Very simple!):
   i. [http://www.youtube.com/watch?v=7H_AysErBE&feature=player_embedded](http://www.youtube.com/watch?v=7H_AysErBE&feature=player_embedded)

   c. **TOOLS**: your digital camera, a whiteboard and/or onion paper. Speed up the time in video editing software.

3. **Do an XtraNormal Video!** These are fun and really interesting, especially if you’re working collaboratively. And it’s a fully automated process! You could create two characters talking to each other about your subject.
   a. **EXAMPLES**:
      i. [http://www.youtube.com/watch?v=obTNwPJvO18&feature=related](http://www.youtube.com/watch?v=obTNwPJvO18&feature=related)
      ii. [http://www.youtube.com/watch?v=nMvARy0IBLE&feature=player_embedded](http://www.youtube.com/watch?v=nMvARy0IBLE&feature=player_embedded)
      iii. [http://www.youtube.com/watch?v=FL7yD-0pqZg&feature=related](http://www.youtube.com/watch?v=FL7yD-0pqZg&feature=related)
   b. **TOOLS**: Xtranormal (Choose “Text to Movie” and then just upload some text. For a full set of Xtranormal features, you must pay $5.)

4. **Do a Stop Motion Piece.** These are harder, solely because of the time involved. But several people in other classes have already done stop motion videos, so it can be done!
   a. **EXAMPLES**:
      i. [http://vimeo.com/9173975](http://vimeo.com/9173975)
      ii. [http://www.youtube.com/watch?v=8zj5xKtOG9c&feature=related](http://www.youtube.com/watch?v=8zj5xKtOG9c&feature=related)
   b. **TOOLS**: Digital camera or phone; a canvas or piece of paper; clay or paper; time

5. **Do a video** using stick figures and crude but effective drawings. Fun ways to incorporate a bunch of diverse elements, and with audio you don’t lose the chance to make arguments about what these elements might mean rhetorically.
   a. **EXAMPLES**:
      i. Here’s a fun [rhetorical video](http://kairos.technorhetoric.net/13.1/disputatio/walls/index.htm) (these take serious time)
   b. **TOOLS**: Keynote, Audacity, iMovie, time.

6. **Do a full-on film.** Not really recommended unless you have some experience or significant desire. They’re not hard to do! But they do take a bunch of time.
   a. **EXAMPLES**:
      i. [http://vimeo.com/7828586](http://vimeo.com/7828586) (also time-consuming)
   b. **TOOLS**: your phone camera, some editing software like iMovie or Windows Movie Maker

If doing some kind of video, one thing seems clear:
• *Use a voiceover and write a script for it.* Videos that just play music and show pictures are generally not as effective for academic contexts as those with voiceovers. There is just something about your voice and your words that really ties a piece together and makes it meaningful.

**MULTIMEDIA NON-VIDEO**

7. **Do a Multimedia or Flash website.** Easy to do, because it incorporates some of the best features of “traditional paper writing” and new media (like embedded videos) together.
   a. **EXAMPLES:**
      i. One from my class: [https://sites.google.com/a/mail.csuchico.edu/swhite/final-paper](https://sites.google.com/a/mail.csuchico.edu/swhite/final-paper)
      ii. Here’s an undergrad project that uses Wix: [http://www.wix.com/tpatel06/10and2areyou#](http://www.wix.com/tpatel06/10and2areyou#)
   b. **TOOLS:** Google Sites, Wix, Yola. And a word processor.

8. **Do a Prezi.** Prezis can incorporate lots of different elements together, like pictures, drawings, text, and videos. But to me the word-processing element has always been lacking—and generally there’s lots to infer in a project when there are so few words on the table.
   a. **EXAMPLES:**
      i. Here’s one from my class several semesters ago: [https://sites.google.com/a/mail.csuchico.edu/my-english-portfolio/rava](https://sites.google.com/a/mail.csuchico.edu/my-english-portfolio/rava) (NOTE: not final project but another assignment)
      ii. A better one, in terms of its uses of Prezi elements to create meaning: [http://elementsof276.blogspot.com/2010/03/331-rhetorical-perspectives.html](http://elementsof276.blogspot.com/2010/03/331-rhetorical-perspectives.html)
   b. **TOOLS:** Prezi

9. **Do a photo-essay.** Nice balance of words and pictures, laid out in an elegant way, can really help readers see the work you analyze.
   a. **EXAMPLES:**
      i. Here’s one I ran across in an online journal of rhetoric: [http://harlotofthearts.org/issues/issue_5/ImaginingNostalgia/page2.html](http://harlotofthearts.org/issues/issue_5/ImaginingNostalgia/page2.html)
   b. **TOOLS:** Google Sites, or any other free website creator (Google “free website creator”)

If you have a few doubts that these kinds of *new media compositions* can be done by *human beings*, here are some texts that my English 130 students built a few years ago:

- Zach Brown: [https://www.youtube.com/watch?v=_NJn8UG9k5Y&feature=player_embedded](https://www.youtube.com/watch?v=_NJn8UG9k5Y&feature=player_embedded)
- Sydney Odegard: [https://www.youtube.com/watch?feature=player_embedded&v=Q_C_W1YtTiw](https://www.youtube.com/watch?feature=player_embedded&v=Q_C_W1YtTiw)
- Spencer Petersen: [https://www.youtube.com/watch?v=M0BjUNCVh2U&feature=player_embedded](https://www.youtube.com/watch?v=M0BjUNCVh2U&feature=player_embedded)
- Chris Doyle: [https://www.youtube.com/watch?v=0sPZp1ucwBo&feature=player_embedded#at=16](https://www.youtube.com/watch?v=0sPZp1ucwBo&feature=player_embedded#at=16)
And here are some great websites to peruse for ideas about form and content:

- The Journal for Undergraduate Media Projects: http://jump.dwrl.utexas.edu/
- Stories for Change: http://storiesforchange.net/
- Center for Digital Storytelling: http://www.storycenter.org/index1.html
- Digital Archive for Literacy Narratives: http://daln.osu.edu/

**NON-MULTIMEDIA**

10. Do a ???
   
   a. These suggestions are just the beginning, really!
   
   b. Look in the Shipka articles for other ideas about ways to create a collaborative project.