

Worksheet 1: Setting Functional and Rhetorical Goals

Set at least one goal that will focus on **functional literacies**. This goal should address your use of hardware, software, technical effects, or application of various composition tools. The goal should be as specific as possible at this point in the composition process. Examples:

- Learn to use iMovie to layer still images and audio files.
- Learn to use Windows MovieMaker to create a video that uses still and moving images that are labeled for reuse and modification under Creative Commons licenses.
- Learn to use iMovie to make smooth cuts and transitions between clips.

Goal(s) for functional literacies:

Set two goals that focus on **rhetorical literacies**. These goals should address the ways in which your composition communicates a message to an audience for a specific purpose and how it does this through its parts and as a whole. Examples:

Purpose and Audience

- Convey the message of _____ to _____ (the audience) through the use of multiple modes of expression and combined appeals to *logos*, *pathos*, and *ethos*.
- Argue the position _____ through the use of video clips and words, causing _____ (the audience) to consider or be convinced by the claim.

Parts/Whole of the Video

- Use lyrics, melody, and tempo in particular songs as musical rhetoric to draw upon the cultural associations of an audience member.
- Use juxtaposition of images and song lyrics to advance the message of the video.

Goals for rhetorical literacies:
