

Your essay should have three parts:

Part 1: IDENTIFY

Identify Related Texts

Now that you've watched the video from *Our City, Our Story*, take some good notes on its content and rhetorical components, identify the various texts related to or connected to this film (including the context readings we discussed before the film). While we usually think about analyzing a text, like a book, in a static way that examines only the elements that are one the page, multimodal analysis asks you to attend to various connected texts and their mediums. You can identify these related texts through lateral reading strategies, such as:

- **Clicking on and reading embedded media:**
 - What related sources, articles, social media, or websites does the text directly link out to? Relatedly, what mediums (Youtube/News Article/Wiki page/ etc.) are these other texts published on? Read and explore this media, and remember to bring read from (and take note of!) the various technologies used to publish and share the new content. For example, if a Youtube or Vevo video is embedded on a website, click on the video to go to the Youtube page from there to see what other texts and responses you can find. Perhaps there is a description of the video or a series of user comments that are helpful for better understanding the primary text.
- **Searching for key terms, events, people, or locations described in the text:**

- Use a search tool (like Google or DuckDuckGo) to find additional information related to the primary text.
- Track down recent news sources related to the topics described in the primary text. How do issues related to a particular post come up in news searches? How do particular key words or phrases resonate with other popular searches or trending news stories?
- Type the topic or key terms into social media searches (such as Facebook or Twitter). What stories/memes/tweets/hashtags/photos/threads do you see?
- Are there any Youtube videos, Ted Talks, or other forms of video presentations related to this information? What comes up?
- Are there related podcasts? What are they?

NOTE: You don't need to use every strategy question or prompt above to identify related texts. Some strategies will work better for certain texts or topics over others.

After you have spent some time with lateral reading strategies, choose 4-5 of the related texts you find most compelling to focus your analysis on and save these links in a Google Drive Document. You should select a range of mediums for these connected texts, as opposed to, say, five news articles from the same source.

Part 2: CONNECT

Connect Related Texts to Expand Contextual Understanding

For each of the 4-5 related texts, compose 1-2 paragraph analysis that considers how these texts "outside" and "alongside" of the original text have reshaped your understanding of the video itself. Analyze the connected/related texts both in terms of the new information you gathered from them, and the role of the medium in shaping your relationship to that new information. Below are some questions to help you jumpstart your analysis:

Analyzing Content:

- What connected/related texts seem to be most important to understanding the primary text (the video) and why?
- What additional context do the related texts offer to a reader? And how may that additional context shape what how a reader cares about or engages with the topic?
- Identify some of the key conversations surrounding the topic, based on your search. How does the primary text, or video, support, challenge, or digress from these other conversations?
- Who else was involved in the larger conversation about the video? What perspective did they add to it?
- What content or ideas related to the video seem to circulate the most? What does these that tell you about public knowledge and perception of the topic?

Analyzing Medium:

- Why are certain texts directly linked out to the website? Why may the rhetor(s) of the page on which the podcast appears choose to link directly to other mediums given the content contained there?
- Are other connected texts referenced more “indirectly” than a link, such as a reference to a person, time, event, study, etc.? Why is some information and sources more directly available than others?
- As you searched, was there a particular medium that was more useful than others at conveying or articulating certain forms of information? Explain.
- Are there any response options embedded in the sources, such as an email option or a comment thread? Why may different mediums invite different forms of responses from readers?
- What role, if any, did social media platforms have in how people approached this topic?
- What is the pace of publication and circulation for the related content and how does this pace relate to the particular medium the information was distributed on?

Part 3: REFLECT

Reflect on What You Discovered through Your Multimodal Analysis

Complete your analysis essay by composing an additional three-page essay that **considers how information is networked in order to create change within a community**. The following questions are designed to help get you started with this reflection but this list is in no way definitive.

- What were the most significant discoveries you made about reading texts that circulate online to impact a community?
- After looking at outside websites, links, forums, and searches, what perspective have you gained about how information circulates in our social media age to impact community?
- Did you run into any questions about validity or credibility? What kinds of mediums seemed to bring up those concerns and why do you think that is?
- What did lateral reading strategies make possible that standard reading practices (as in reading from left to right and up and down on a page) do not?
- How was social media connected to inspiring change in the community?
- Were there any perspectives or content that you were more resistant to listening to? Which perspectives and why (consider your own values and ideologies here)? How do you hope to move forward when you find content that you are resistant to or that you disagree with?

Overview of Essay Structure

Introduction (1-2 paragraphs): write a paragraph that introduces your readers to the sources you examined in your multimodal analysis and generally how they helped you gain new knowledges.

Analysis Paragraphs (at least 4 paragraphs): for each of the four related sources you found, compose at least paragraphs that summarizes the information in the source and describes how that source is related to "Mothering Through Tragedy." What new information do theses sources give you? How do you see them impacting your community?

Reflective Conclusion (2-3 paragraphs): after your analysis, review the information you found and compose and reflection that sums up the key discoveries you made (looking at the questions in part 3 will help!) and what these discovers have taught you about how information circulates in our social media age.

*Please use first-person in this essay: it should focused on your walking your readers through your research discovery process and what it taught you!