

Repurposing Project Proposal

Proposal — a detailed plan suggesting your topic and audience, explaining your motivations for this choice, and naming your likely publication venue (or some viable options) — due in class, on CTools Assignments, & in the Minor Archive

- *Why do I need to make this argument* (e.g., what is my exigency and my purpose)?
- My purpose for making this argument is to show people how important gratitude is in one's life. It was through originally writing the pieces I chose for this project that I discovered what it truly means to be a "grateful spirit". My goal is to share and educate others. Little things such as saying "thank you" or giving a stranger a compliment surprisingly go a long way; the health benefits of being grateful are far too many. Since there have been numerous health benefits associated with being grateful, I feel that the exigency of my argument is an important one. By spreading the word, my goal is for people to be more reflective in their daily lives and not just "live through the motions". Instead I want them to "live through their emotions" and experience the good and bad in life because that's what makes someone truly thankful for what they have.
- *Who needs to hear it and in what context* (i.e., who is my audience and where might I publish this piece to best reach them – everyone will select a real publication venue)?
- My intended audience is people of all ages, but specifically individuals my age since I believe that becoming grateful in college, a critical part in one's life, is key to success later on. If one learns the skillset for being grateful then they will feel less overwhelmed by their hectic schedules and instead live more in the moment and have better reflective frames of mind. In order to best reach these individuals, I have chosen the magazine, *The New Yorker*. It is well known, so this will achieve my goal of reaching a wide audience. It is also a popular magazine among people my age so this will be helpful in spreading the word. *The New Yorker* allows for magazine articles that have personal narrative in them; this is why I chose this specific magazine.
- *What do I still need to learn about my topic in order to represent it accurately and effectively to this audience* (i.e., what research do I need to do)?
- In order to accurately and effectively reach this audience, I need to research the impact of gratitude over a lifetime. The specific works of writing I am basing this off of reflect back on my childhood and also are reflective based on what was going on in my life at that point in time. I would like to expand on this and express gratitude about my future in my article as a way of relating to the research I will find on the topic. My goal is to research aspects of the topic including lifespan, happiness in work and home life, and also the impacts of gratitude on other individuals.

- *What layout and production skills do I need to learn for my publication genre (i.e., what are the genre conventions of the publication I'm writing for)?*
- I need to learn the specific style of writing that *The New Yorker* prides itself in. This will require research on other articles done by the magazine relating to my topic. My intended genre will be new journalism since I intend on making my opinions and experiences known within the research that I am presenting. I also need to learn the layout skills of producing text in columns (as often done in magazine articles) and I need to learn how to insert pictures in the writing that emphasize certain points. *The New Yorker* typically inserts photos without an annotation, so I need to learn the skill of picking an accurate picture that does not require words in order to make an impact in the article.

In addition, please list the elements of the rhetorical situation enacted by your project (in any order that makes sense to you):

- **Subject/topic:** Gratitude
- **Audience:** People of all ages; specific focus on college students
- **Text genre & medium:** *The New Yorker*, a magazine article. New Journalism.
- **Context:** Everyday life
- **Exigence/purpose:** Have people become more aware about gratitude so they can experience the positive health benefits attributed to it throughout their lifetime.
- **Constraints:** A magazine article only allows for a certain amount of personal narrative so I need to find a good balance between research and personal experience.