

Group Identity Project

We have discussed at length the ways that individual identities are crafted by multiple authors and media (be they Facebook friends, wiki co-authors, or the software programs and programmers themselves). Referring specifically to our readings *MySpace Nation* and *The MySpace Generation*, you will work in groups of three or four to perform one unified identity using the a MySpace profile as your text.

Constructing your group profile:

- We will spend part of today's class period looking at other profiles and storyboarding your identity as a group. (Each identity should be approved by the instructor).
- We will spend one class period building an identity for your client/fictional character. Spend time outside of class gathering the multiple media (songs, video links, images, text, etc.) that you will need to perform this identity.
- Each identity performance should include a minimum of three distinct media (this could be different modes, different sites, or other combinations).
- Each group will share their profile in class the following class period. During the oral presentation of your identity performance project, group members will discuss the rhetorical decisions made and issues faced. Think back to our discussions of ethos, pathos and logos. Also, consider the importance of issues like arrangement, audience awareness, and what sort of argument you are making in this space.

Reflection paper:

- A 3-page reflection paper will be due from the group the week after the oral presentation. It may be helpful to draft an outline and/or notes for this paper as a way to prepare for your oral presentation to the class. Things to consider in the paper:

- Where there issues of disagreement in the group regarding how to perform the identity?

- In what ways was the identity being performed richer thanks to multiple authors and media?

Note: this could also be done as individual reflection papers.

Other notes:

What is a client:

- May include businesses, celebrities, schools, products (books, movies), historical figures, imaginary figures, etc.
- Will be expected to make a convincing case for your representation for this client