

BUILDING IT UP AND BREAKING IT DOWN

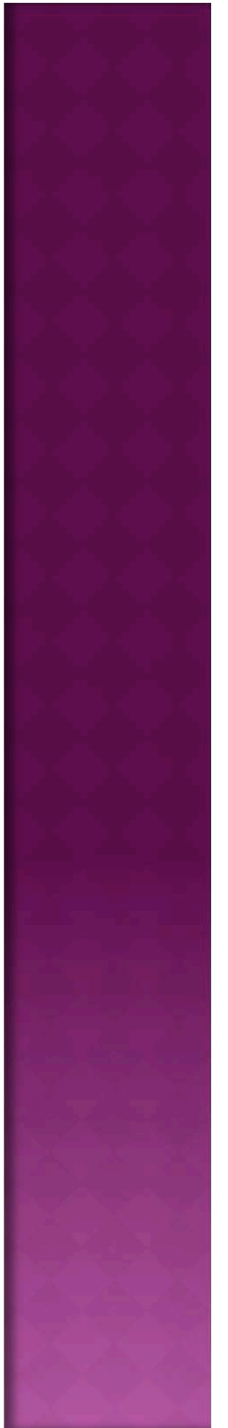
Communicating using e-rhetoric for
web and mobile

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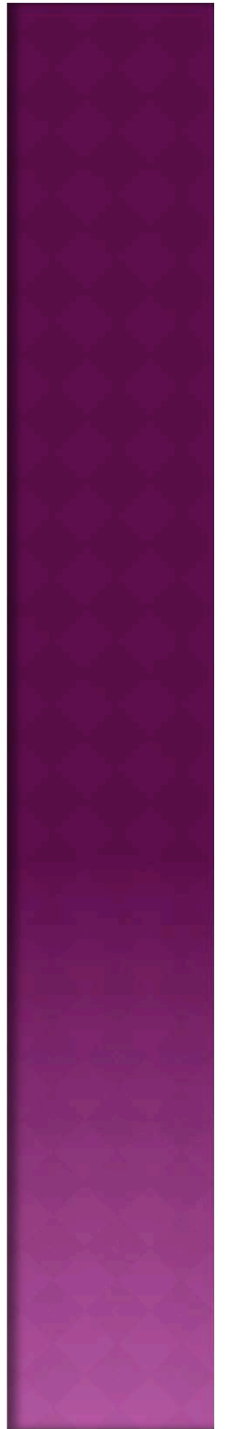
presented at AEJMC 2009 Annual Convention in Boston
August 4, 2009

THE QUESTIONS HAVEN'T CHANGED.

- ◉ Purpose?
- ◉ Audience?
- ◉ Method?
- ◉ Medium?
- ◉ Message?



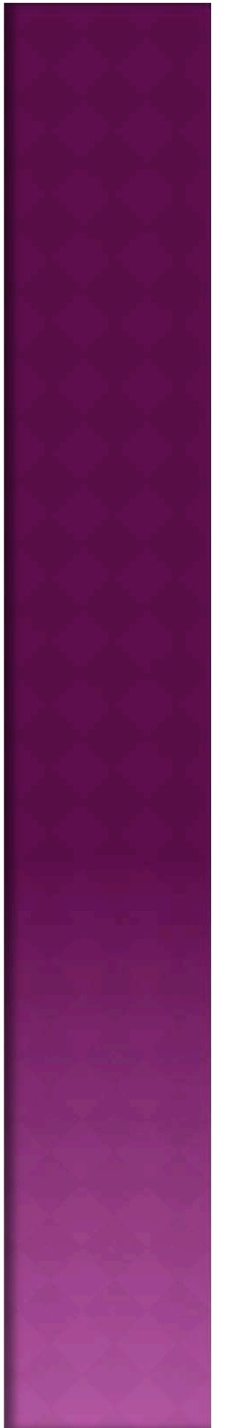
THE ANSWERS HAVE.



PURPOSE?

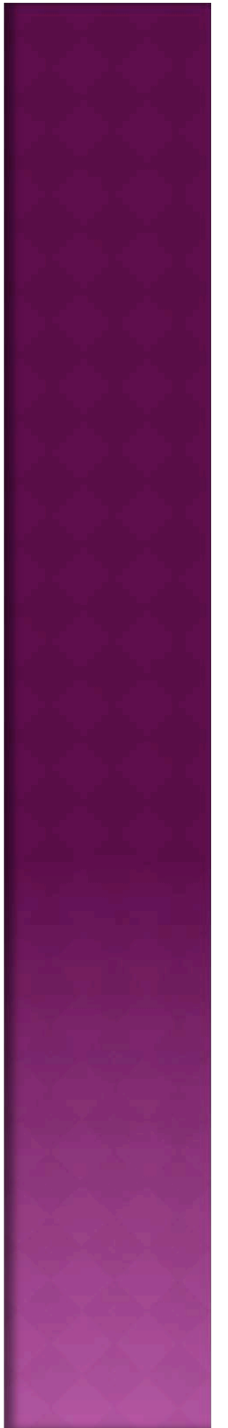
- ◉ Purposes of computer-mediated communication
 - Information
 - Explanation
 - Entertainment
 - Transmission of Culture
 - Social Interaction*

*a change from traditional media



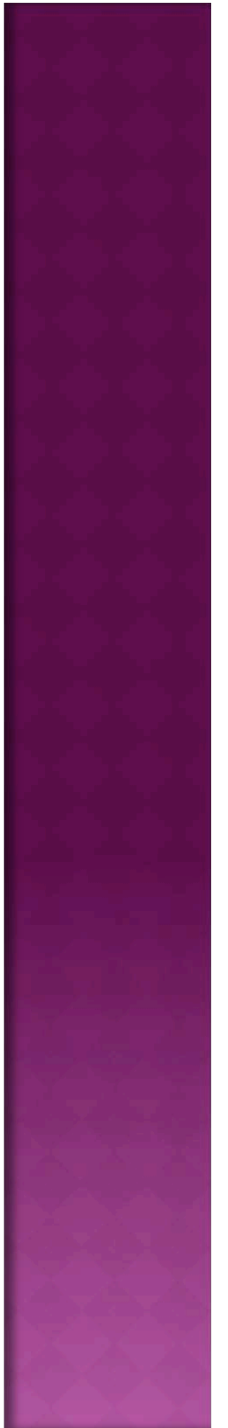
AUDIENCE? USERS?

- ◉ Learn about web and mobile audiences at
 - <http://www.pewinternet.org/>
 - <http://mashable.com/>



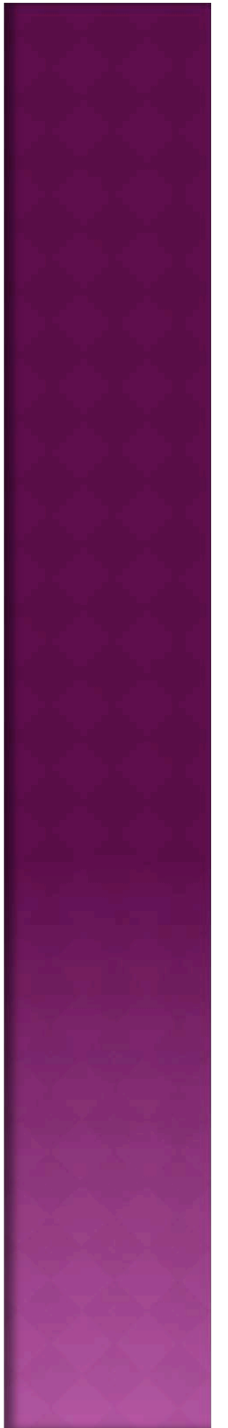
METHOD(S)?

- E-rhetoric is bringing together
 - Text
 - Paragraphs
 - Intertextually linked
 - Email
 - Twitter
 - Facebook fansite/profile post
 - And...
 - Photos
 - Illustration
 - Typography
 - Animation
 - Navigation
 - Links
 - Audio and Video clips



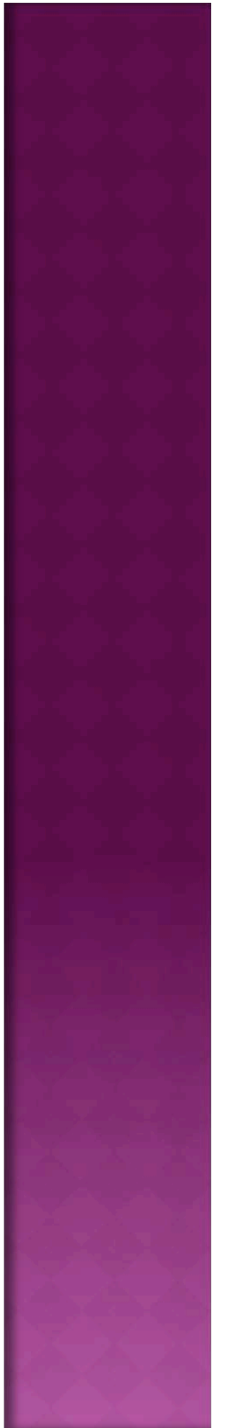
DELIVERY MEDIUM?

- ◉ Desktop computer
- ◉ Laptop computer
- ◉ Mobile device
 - Cell phone
 - Smart phone



MESSAGE?

- ◉ Credible - same as it ever was, but more quickly established - or lost.
- ◉ Clear - not just grammatically, also visually.
- ◉ Concise - 140 characters, anyone?
- ◉ Complete and coherent - the whole story for your audience or a way for them to get it easily



STEPS FOR STUDENTS

- ◉ Written analysis
- ◉ Bits and pieces
- ◉ Solo package
- ◉ Group package

