

## Analyzing a Pop Culture Text through a Literary Lens

The purpose of this project is twofold: (1) to become a bit more familiarized with Literary Theory and how to use it to analyze literature as students will eventually need to apply a lens when completing their final response for this term, and it will feature heavily in term 2 as a part of their literary analysis of a classic novel; and, (2) to practice their public speaking, which will feature year-long in this class.

While the majority of English class is based on Reader Response and Formalist theory – with focuses on the reader’s relationship with the text based on their own values and experiences, and the form and craft of the text itself respectively, learning to apply other literary theories helps students to learn to distance themselves personally from a text and look at it from different sets of values. This can make analysis easier for those who have a hard time personally relating to texts, but is also an essential skill in being able to see multiple perspectives on a topic and develop compassion for others’ views and assumptions.

Public speaking is an essential skill. In particular, the art of rhetoric is about being able to “...make the case for or against any proposition. [It is]...the ability to frame any given problem on your own terms so that your conclusion is irresistible to the [audience]...this is not the same thing as being right. What matters is being persuasive”. Continuing *Financial Times* correspondent Janan Ganesh’s argument, “the most resilient skill in the modern world is argument” (2015). He also states that creativity is one of the few things “that cannot be mechanised or outsourced...[because] it is less a skill than a cast of mind”. He argues that the ability to argue or be persuasive is one of the few outlets of creativity that is actually marketable in the current workplace in any field.

### PROCESS

Step 1: Choose any pop culture / mainstream text – Disney movie, fairy tale, music video, TV show, film, ...Ideally something with a story & images.

Step 2: Choose ONE literary lens you can comfortably use to analyze this text.

Step 3: Select and take a still image / screenshot of some part of the text which represents what you will be talking about to use as a visual reference

Step 4: Plan your talk

Step 5: Practice your talk – *make sure it is a minimum of 2 minutes and a max. of 3 minutes.* PRACTICE

Step 6: Stand and Deliver NO NOTES whatsoever

### Reference:

Ganesh, J. “We are all Sophists Now”. *Financial Times*. Aug. 21, 2015. Print.

## CHECKLIST & RUBRIC FOR SPOKEN PRESENTATION ANALYZING A POP CULTURE TEXT WITH A LITERARY LENS

READING (structure & content of the talk) _____ %	Advanced	Thorough	Acceptable
<input type="checkbox"/> <b>Introduction</b> includes a strong and engaging <i>LEAD</i> and: <ul style="list-style-type: none"> <li>○ a brief summary of the chosen text – use the 5 narrative elements</li> <li>○ definition / explanation of chosen lens and its attributes / assumptions</li> </ul> <input type="checkbox"/> <b>Body</b> is made up of analysis of 2 main components of the lens and how it can be applied to the text, use the bold and capped words at the bottom of the lens sheet such as roles, representation, relationships, power etc.: <ul style="list-style-type: none"> <li>○ Explanation of chosen image and why it was chosen</li> <li>○ Aspect 1 to discuss, analyze</li> <li>○ Aspect 2 to discuss, analyze</li> </ul> <input type="checkbox"/> <b>Conclusion</b> wraps up your analysis and: <ul style="list-style-type: none"> <li>○ Explain how applying the lens enhanced or changed your understanding or appreciation of the text in any way</li> <li>○ Do you recommend this text or no, why?</li> <li>○ END ON MESSAGE by sharing a stance on what this text, through this lens, has to say about our culture, the way we live, and the human condition.</li> </ul>	<p>The speaker demonstrates an extensive understanding of the task, its purpose and audience.</p> <p>The presentation is focused and insightful; ideas are compelling and highly engaging.</p> <p>Choice of image is sophisticated and artfully used.</p>	<p>The speaker demonstrates a solid understanding of the task, its purpose and audience.</p> <p>The presentation is focused and insightful; ideas are relevant and engaging.</p> <p>Choice of image is purposeful and effective.</p>	<p>The speaker demonstrates an adequate understanding of the task, its purpose and audience.</p> <p>The presentation is suitable; ideas are somewhat relevant and, at times, engaging.</p> <p>Choice of image is general and/or literal.</p>
<b>TALK (the presentational style component) _____ %</b> <i>(this mark counts toward term 2)</i>  _____ <b>Time management:</b> respects the 2-3 minute limit (min and max)  <b>Spoken Codes and Conventions</b> <input type="checkbox"/> <b>Attitude:</b> act confident, be prepared, don't waste time, get organized – cue up your image <input type="checkbox"/> <b>Charisma:</b> are you interesting to listen to? Bring the personality & enthusiasm <input type="checkbox"/> <b>Voice:</b> tone of voice, volume and projection, intonation patterns, clarity, pronunciation <input type="checkbox"/> <b>Rhetorical strategies:</b> analogies, humour, historical / current events / literary referents, ability to relate, create rapport, explain and interest, examples, quotes <input type="checkbox"/> <b>Pacing &amp; Rhythm:</b> pace, phrasing, pauses & silences <input type="checkbox"/> <b>Body language:</b> commanding attention, facial expressions, eye contact, no fidgeting, poise.. <input type="checkbox"/> <b>Grammar (correctness), Syntax, and Diction/Vocabulary:</b> are appropriate to the talk, eg colloquialisms, examples, errors are for effect, not because you don't know... <input type="checkbox"/> <b>Organization:</b> rationale for prioritizing and sequencing ideas; flow, coherence, and unity. <input type="checkbox"/> <b>Knowledgeability: NO NOTES</b> – know your stuff, able to get back on track AND be able to field questions	<b>88 – 100% (5)</b>	<b>74-87% (4)</b>	<b>60-73% (3)</b>
	<p>The speaker exhibits significant control of the spoken codes and conventions.</p> <p>The presentation flows effortlessly.</p> <p>Rhetorical devices to engage and relate to the audience are skillfully used.</p> <p>Knowledge evident is exemplary.</p>	<p>The speaker exhibits strong control of the spoken codes and conventions.</p> <p>The presentation flows smoothly.</p> <p>Rhetorical devices to engage and relate to the audience are purposefully used.</p> <p>Knowledge evident is proficient.</p>	<p>The speaker exhibits satisfactory control of the spoken codes and conventions.</p> <p>The presentation flows hesitantly.</p> <p>Rhetorical devices to engage and relate to the audience are tenuously used.</p> <p>Knowledge evident is tenuous.</p>

Sauvé says: