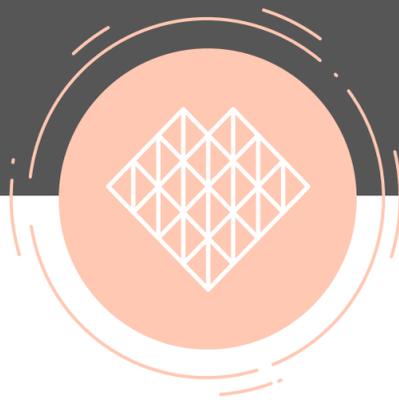


# Analysis Essay

[ m a k e a m e m e a g a i n ]



## OVERVIEW

In the third unit of the course, students are asked to write a 3-5 page essay that analyzes a set of Russian memes and considers the goals of foreign intervention and the persuasive tactics used. Students should consider the target audience, the way these memes addressed that audience, and how Russian tactics impact US democratic practice. Analyses are graded on the quality of the analysis in each of these areas. Questions are always welcome.

## 01 DETAILS



- THREE-TO FIVE PAGES
- THREE SCHOLARLY SOURCES REQUIRED
- DOUBLE-SPACED
- CALIBRI OR VERDANA FONT
- SUBMIT VIA CANVAS

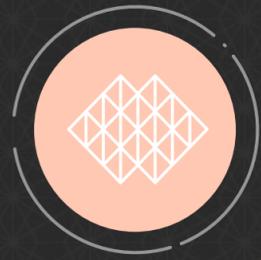
- DUE DATE
- WEEK 11



- CONSIDER
  - CONTEXT: Where did this image circulate? Why are Russians interested in such propaganda? In what ways does social media help or hinder the work of Russian (or other) propaganda?
  - TARGET AUDIENCE: Who was the primary audience? How would they likely see this image? What would their response probably be?
  - TACTICS: What methods of persuasion are being used? How might this image influence viewers? Or, how might this image address a group?
  - IMPACT: In what way does this affect elections? Democratic practice? The feelings of the citizenry?

### PLEASE ENSURE

- You are engaging with a Russian meme, confirmed by other sources.
- There is a clear argument or thesis statement.
- Paragraphs have topic sentences, supporting sentences, and conclusion sentences.
- The author's ideas are supported with evidence from their experience and from outside sources.



## 02 GRADING RUBRIC

### Grading Categories



- Meets Requirements: Does the analysis follow directions?
- Clear Thesis: Is there a strong, clear argument the student is proving?
- Analysis Well-Supported: Is the analysis convincing with reasoning or additional evidence?
- Strong Writing: Is the essay and syntax well organized and easy to read?
- Overall Insights: Does this analysis speak to the impact of Russian propaganda or democratic practice?
- Citations: Are there three scholarly sources? Are they used well?

**GOOD LUCK!**