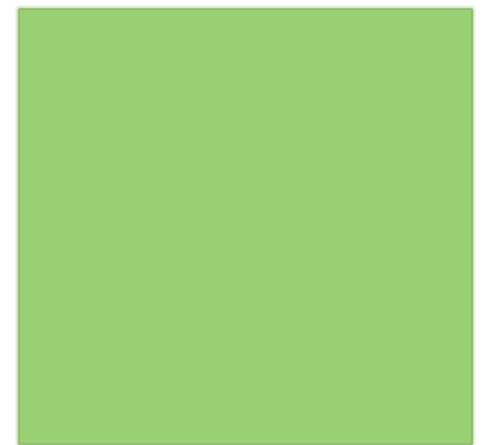


Composition as Design

a design plan approach to
production and analysis





composers use available designs to
design possible futures



purpose

- ▶ Why are you communicating?
- ▶ What do you hope the audience will *do* or *feel* or *think* after they have experienced your communication?
- ▶ What “possible future” are you advocating for?

audience

- ▶ intended audience
 - ▶ primary audience
 - ▶ secondary audience
- ▶ ideal audience
- ▶ real audiences
 - ▶ tired
 - ▶ angry
 - ▶ distracted
 - ▶ unwilling to listen
 - ▶ include people you did not anticipate

audience

Anyone making an argument must:

- ▶ have an audience to address
- ▶ share a common language with the audience
- ▶ make contact of some kind with the audience through spoken or written words or visual means
- ▶ have a sincere interest in gaining the adherence of the audience
- ▶ have a certain modesty about his or her beliefs, not holding them beyond question or discussion
- ▶ be concerned about the audience and be interested in their state of mind

audience

Audiences must:

- ▶ be willing not only to listen but to try to understand
- ▶ be committed to the argument, to its subject and its outcome
- ▶ recognize how institutions like schools, churches, clubs, and so on both enable and inhibit how arguments happen
- ▶ be willing to accept another's point of view, if only for the time of the argument

audience (things to consider)

- ▶ age
- ▶ gender
- ▶ ethnicity
- ▶ level of education
- ▶ able-bodiedness
- ▶ sexual orientation
- ▶ class
- ▶ upbringing
- ▶ place of living
- ▶ place of work
- ▶ values/beliefs/commitments relative to the topic
- ▶ self-identity: the kinds of relations we see ourselves having with others—mother, son, student, Republican, friend, worker, etc.

context

- ▶ What is the occasion of the communication?
- ▶ What is the place of the communication?
- ▶ What is the social, cultural, & historical context of the communication?

production strategies

ethos (ethics)

establishing the authority
of the composer



production strategies

pathos (pathetic)
the use of emotion to engage
or persuade an audience



production strategies

logos (logic)
“logical” forms of
arrangement & evidence



WHAT IS GLOBAL WARMING?

Carbon dioxide and other gases warm the surface of the planet naturally by trapping solar heat in the atmosphere. This is a good thing because it keeps our planet habitable. However, by burning fossil fuels such as coal, gas and oil and clearing forests we have dramatically increased the amount of carbon dioxide in the Earth's atmosphere and temperatures are rising.

The vast majority of scientists agree that global warming is real, it's already happening and that it is the result of our activities and not a natural occurrence.¹ The evidence is overwhelming and undeniable.

We're already seeing changes. Glaciers are melting, plants and animals are being forced from their habitat, and the number of severe storms and droughts is increasing.



The number of Category 4 and 5 hurricanes has almost doubled in the last 30 years.²



Malaria has spread to higher altitudes in places like the Colombian Andes, 7,000 feet above sea level.³



The flow of ice from glaciers in Greenland has more than doubled over the past decade.⁴



At least 279 species of plants and animals are already responding to global warming, moving closer to the poles.⁵

If the warming continues, we can expect catastrophic consequences.



Deaths from global warming will double in just 25 years – to 300,000 people a year.⁶



Global sea levels could rise by more than 20 feet with the loss of shelf ice in Greenland and Antarctica, devastating coastal areas worldwide.⁷



Heat waves will be more frequent and more intense.



Droughts and wildfires will occur more often.

production strategies: logos

providing evidence

statement + proof

claim + supporting evidence

- ▶ facts
- ▶ statistics
- ▶ surveys and polls
- ▶ testimonies and narratives

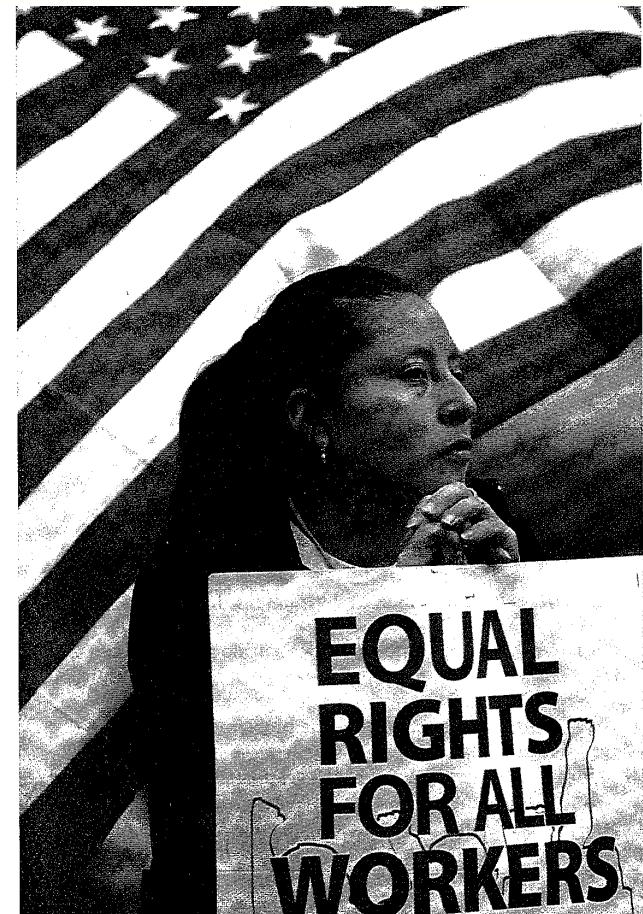
production strategies: logos

reason and common sense

- ▶ syllogisms (deductive reasoning)
 - ▶ All human beings are mortal.
Socrates is a human being.
Therefore, Socrates is mortal.
- ▶ enthymeme
 - ▶ We'd better cancel the picnic because it's going to rain.
 - ▶ NCAA football needs a real play-off to crown a real national champion

production strategies: logos

- ▶ reason and common sense
 - ▶ cultural assumptions and values
 - “all [people] are created equal”



production strategies: logos

- ▶ Degree
 - ▶ better to fight them overseas than at home
- ▶ Precedent
 - ▶ If motorists in most other states can pump their own gas safely, surely the state of oregon can trust its own drivers to be as capable. It's time for Oregon to permit self-service gas stations.

mediums & modes

- ▶ **Medium:** the delivery form of the communication

- ▶ video
- ▶ website
- ▶ brochure
- ▶ academic paper...

- ▶ **Modes:** the components of the communication

- ▶ text
- ▶ sound
- ▶ still image
- ▶ moving image

What will HIS future be?

BAD ENVIRONMENT PROPER ENVIRONMENT



**AT 15
WAYWARD**



**AT 15
STUDY AND AMBITION**



**AT 21
VICE AND DEGENERACY**



**AT 21
GRADUATED WITH HONORS**



**AT 50
PHYSICAL WRECK**



**AT 50
HEALTH AND SUCCESS**

arrangement

comparison

chronology

before and after

cause & effect

teaching



research



vita



about me



Who am I? Just the facts.

I am...

a PhD candidate in the Center for Writing Studies at the University of Illinois, Urbana-Champaign

from Pittsburgh

married

a Steelers fan

Italian-American

female

Catholic

a feminist

a teacher

32 years old

middle class

Who am I? Interpreting the facts.

Take a moment and construct a personality for me based on the list of facts above. What sort of identity can you construct from simple "I am" statements? Probably only one based on hasty generalizations. It is the history and context surrounding these facts that provide insight into who we are. For example, the facts

l
i
s
t
s



juxtaposition

near to far



juxtaposition

comparison



repetition

big to small

small to BIG

For want of a nail the shoe was lost,
For want of a shoe the horse was lost,
For want of a horse the rider was lost,
For want of a rider the battle was lost,
For want of a battle the kingdom was lost,
And all for the want of a horseshoe nail.

BIG to small

Think globally.
Act locally.