

FINAL MEMO

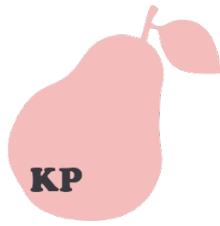
To: Dr. Derek Ross, Dr. Deborah Solomon, Dr. Sunny Stalter-Pace

From: Kayleigh Pears

Date: April 10, 2020

Re: Meta-Analysis of Women Against Cyberrape Proposal

Keywords: Social justice; activism; cyberrape; grant writing



The purpose of this memo is to discuss the assignment of a zine for ENGL 7030 Writing Public Policy: Rhetoric, Ethics, and Social Justice, as well as to discuss the inclusion of this document in my ePortfolio.

ENGL 7030: Writing Public Policy

This class was taught by Dr. Derek Ross in the fall semester of 2018. The purpose of this class was to examine rhetoric in terms of public policy, social justice, and activism.

Audience and Purpose

The direct audience of this informational report is feminist funders seeking to raise awareness of and end the problem of crimes against women.

The purpose of this proposal was to highlight a problem usually referred to as “revenge porn” as well as to convince readers to become stakeholders within the organization Women Against Cyberrape. Another purpose of this document was to persuade readers that “cyberrape” is a more appropriate term than “revenge porn” to describe the crime in which people share others’ intimate images without consent.

Theories and Principles

Geever (2012) states that proposals “should have a complete narrative on the work to be undertaken.” Thus, grant writing should not just include empty statistics and facts; there should be a story within the information presented. Geever also states, “Use language that involves the reader, but be logical in the presentation of supporting data” (2012). Pathos and logos are equally effective rhetorical appeals to use when writing a proposal.

Lemanski states that grant proposals should be “an artful blend of style and substance” (2014). That is, the information presented should be displayed in an aesthetically pleasing document.

Document Development

My client and I decided to use the term “cyberrape” as the term to describe what is commonly known as “revenge porn.” The term “revenge porn” was used occasionally to tie the term “cyberrape” back to a familiar ground for the audience. By doing this, we have shown that survivors are reclaiming the term, that this is what survivors prefer to call their experience, and that survivors want to make the use of this term more common.

This grant also chooses to use the word “survivor” when speaking about those who have experienced sexual violence in the form of cyberrape, rather than the word “victim.” This puts a human side to the grant as well as avoids demeaning language.

The colors used to make the grant more visually exciting are taken from Women Against Cyberrape’s new website and design goals. These goals include being clean, modern, and feminine. As such, this grant uses the color pink in order to enhance the information presented within the proposal.

References

Geever, J. C. (2012). Guide to proposal writing, 6th Ed. The Foundation Center.

Lemanski, S. (2014). Proposal Pitfalls Plaguing Researchers: Can Technical Communicators Make a Difference?. *Journal of Technical Writing and Communication*, 44(2), 211-222.

Ross, D.G. (2018). Public Policy and Social Justice. Retrieved from
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