

Final Draft of Research Proposal

1. Introduction

Identify the critical conversation you're planning to join with your research project this semester, your understanding of the genre you've chosen, and your reasoning for choosing it.

For my research paper, I plan to join the critical conversation surrounding public speaking and rhetorical appeals through the analytical lens of acceptance speeches. I intend to apply my knowledge of notable actors/actresses' acceptance speeches, most notable Demi Moore's recent acceptance speech for *The Substance* at the Golden Globes, to the agreed upon methods of other researchers in the aforementioned critical conversation. I chose this topic because I'm already familiar with the genre's conventions as a film student, and both myself and my filmmaking peers could benefit from learning the most effective ways to construct a "good" speech.

2. Research Questions

Identify the research question you've developed to explore a specific genre. What do you want to learn or hope to get out of this research project? Why should others care about the research?

The research question I developed is "How Does Demi Moore's Golden Globe Acceptance Speech Subvert Genre Forms to Appeal to an Audience?"

I chose this research question because I'm interested in learning what made Demi Moore's speech so emotionally engaging, and in turn how both my paper's audience and myself can write a speech with similar positive qualities.

3. Methods

Propose a specific and detailed plan for conducting primary research around your chosen line of inquiry and research questions.

I intend on using genre analysis of both Demi Moore's speech (an example of a "good" speech) and other similar speeches from the 2025 Golden Globes, finding unique genre forms within each speech and using other research methods proposed by the discourse community I'm working in (ie word use frequency as noted in my source "A Comparative Analysis of Actors' and Actresses' Oscar Acceptance Speeches Based on Big Data Methodology" by Liuchun Wen).

4. Selection Criteria

How and why did you choose the specific examples of genre or rhetoric you're going to study?

I chose these specific examples of genres to study because they recently occurred, had a notable impact on myself and other people with similar interests in film, and haven't been as closely scrutinized and analyzed by researchers as other sources have. I was inspired to base my research project around Demi Moore's acceptance speech because it left me thinking about how it was written and why it stuck with me in ways that other speeches from that night didn't. I also think using these speeches as examples for genre analysis is perfect because they have a lot of similar overarching forms, which makes deviation from the agreed-upon formula more interesting to analyze.

5. Timeline

Include a timeline for conducting your primary research.

I intend on using the next two weeks of the spring semester to find as many usable sources as possible. I want to immerse myself even further into the critical conversations of the discourse communities I'm studying, especially rhetorical appeals and genre analysis within speeches. I want to have a basic rough draft of my research done by February 28th, with all the sources and information I intend to use compiled and properly structured. I want to dedicate extra time to writing my introduction, because that's the aspect of research papers that I struggle with the most. By the end of March, I want to be finished with my paper completely.

6. Annotated Bibliography

Include two sources from your research log as entries in an annotated bibliography. Each entry must include a full citation followed by an annotation (usually around 150 words).

Purnama, Andita Putri. "Will Smith's Acceptance Speech at the 94th Academy Awards; Seeking Justification with Pathos and Ethos Appeal." *Syntax Literate*, vol. 7, no. 5, 5 Jan. 2022.

In the article "Will Smith's Acceptance Speech at the 94th Academy Awards; Seeking Justification with Pathos and Ethos Appeal.", the author notes that speakers like Will Smith utilize Aristotle's method of audience-centered communication to successfully adapt to the audience's unique expectations and situations. She breaks down how persuasion relies on probability, and how the general purpose of communication helps the speaker reinforce/modify/change the beliefs and behaviors of their audience. Their research method analyzed Smith's speech for words/phrases that correlate logos, pathos, and ethos. I think this journal article could be useful to my research paper because it utilizes a research method that would also work for my topic.

Markowitz, David M. “Academy Awards Speeches Reflect Social Status, Cinematic Roles, and Winning Expectations.” *Journal of Language and Social Psychology*, vol. 37, no. 3, 2018, pp. 376–287, <https://doi.org/10.1177/0261927X17751012>.

In the article “Academy Awards Speeches Reflect Social Status, Cinematic Role, and Winning Expectations.”, the author breaks down how pronouns used within acceptance speeches reflect social status and roles within a discourse community. It analyzes the patterns of self-references, analytic speech, and positive emotion terms within the larger concept of acceptance speeches, while also breaking down how the speaker’s background and role in the discourse community affects some of these patterns.