

ESSAY 2 PHASE 1

Student 3 • Prof. Mani • Fall 2020

In the subreddit, r/cozyplaces, images reflect cozy elements as coziness is created in various areas. Cozy balconies, living rooms, and bedrooms frequently appear on the subreddit and portray the necessary features to create a cozy place. These characteristics include but are not limited to, a comfortable couch, mattress, pillows, fuzzy blankets, or fairy and candle lighting. Other critical elements that commonly appear in cozy spaces are cats, dogs, plants, or even the occasional human. Status is reinforced by using these characteristics as they can be applied to all cozy specific genres of images. As a result, anyone can emulate the original cozy place, essentially creating their own cozy area.

Additionally, posts with more upvotes exhibit status, as members of the community believe a particular photo best suits the subreddit's values. If someone can create a cozy place of their own, that others also view as cozy, the content creator becomes more than just a commenter and community member. They have adopted the subreddit's values into their life, signifying a full immersion and commitment to the principles of r/cozyplaces. Wealth is even expressed through the use of colors, objects, and backgrounds. Ultimately, both the subreddit's characteristics and emphasis on status and wealth or lack of, show members how they can create their own cozy place with both expensive and inexpensive items.

OUTLINE

1. Body paragraph 1- 1st image in question (genre of balconies). Here I am planning on talking about visual aspects in this cultural artifact and its significance. Then I plan on conducting a rhetorical analysis on this image- exigence, purpose, circulation, audience.

Visual analysis notes- neutral color theme-black, white, cream etc. with pops of color- red, orange, yellow, green. There are plants, one couch, one chair, two small accent tables, and three pillows- two yellow and one red. Cat on couch.

Purpose notes- Signifies exemplary cozy place. "Hey this is achievable". Color aesthetic? Instead of tiles there is a rug- cheap and makes an area cozy. Grants accessibility.

Audience notes- friends and family of the person who owns the apartment and members of r/cozyplaces. Do balconies indicate wealth? Apartments

ESSAY 2 PHASE 1

Student 3 • Prof. Mani • Fall 2020

with balconies may cost more than those without. Technically the people physically experiencing the cozy place are well-off.

Circulation notes- 99% upvoted rate, 654 upvotes. Not only good at designing cozy place but also green thumb. Plants-food source. Our idea of cozy reflects safety and security. Include food security?

Exigence notes- Need to create a cozy outdoor space where you can avoid COVID-19, but also get fresh air. Goes from a regular balcony to a safe, cozy space.

- 2. Body paragraph 2-** 2nd image in question (genre of living rooms). Here I am planning on talking about visual aspects in this cultural artifact and its significance. Then I plan on conducting a rhetorical analysis on this image-exigence, purpose, circulation, audience.

Purpose- presents coziness in a unique/unusual way. Colors that seem to not work together flow. This shows status because it is the creation of a cozy place with a vibrant color scheme, which is rare and hard to accomplish. The person in the photo makes it more inhabitable as you can envision yourself living there.

- 3. Body paragraph 3-** 3rd image in question (genre of bedrooms). Here I am planning on talking about visual aspects in this cultural artifact and its significance. Then I plan on conducting a rhetorical analysis on this image-exigence, purpose, circulation, audience.

- 4. Conclusion-** Reinforce the importance of these cultural artifacts and how it reflects the values of creating cozy places and the sense of safety and security that cozy areas provide us with, especially in relation to COVID-19.

On the subreddit, r/cozyplaces, every image tells a story.

Coziness constructs a safe and secure area, one that is especially needed during COVID-19- exigence

(just some sentences I want to add)