

Unit 2 ► Writing to the World: Analysis and Persuasion

Deliverables: Journals (5), Proposal, Peer Review, Persuasive Essay, Annotated Bibliography (turned in as a portfolio)

Value: 400 points, 40% of overall grade (Journals – 100 [5 X 20], Proposal – 50, Peer Review – 25, Persuasive Essay – 150, Annotated Bibliography – 50, Portfolio Presentation – 25)

Due Date: November 6, 2007

In Unit 1, you learned to write in specific detail about observations, reflections, and information. You learned the basic principles of rhetoric—ethos, pathos, and logos—and how audience influences the way you write. Ultimately, you wrote a Personal Essay in which you stretched your writing abilities by combining creative writing with informative and research-based writing in an academic voice. In Unit 2, you will take these skills and understanding of rhetoric and apply them to a more sophisticated and applicable writing genre—the persuasive essay. You will again be required to write 5 journals that will prepare you to write a final persuasive essay. You will learn to think and write more critically, applying rhetorical choices to your diction and prose style to inform and persuade your audience. As an academic, you will learn about the ethical choices you have to make when using gathered information and you will be required to cite your sources both in-text and in an annotated bibliography in MLA documentation format. Before beginning to write your Persuasive Essay, you will write a short memo in which you propose a research topic to me, your instructor. You will then write a rough draft that will be reviewed by your peers. You will turn in these assignments as a portfolio.

Proposal In memo format, you will write a short (1 – 2 page) proposal in which you outline your purposes in writing the persuasive research report. Your proposal will consist of five major parts: **1) introduction**, where you express a desire to write a paper on a proposed topic, explain and contextualize your topic, and explicate the exigency of discussing such a topic; **2) claim and thesis statement**, where you give your proposed argument to the topic and write a one-sentence working thesis statement; **3) research methods**, where you outline the research questions you plan to answer and how you plan to answer them (including a proposed bibliography of sources); **4) audience evaluation**, where you analyze who may be interested in this topic, why they might be interested, and how you can address them rhetorically through diction, style, voice, and organization; and **5) conclusion**, where you reiterate your purposes in writing this persuasive essay and request permission from me, your instructor, to continue writing this paper. The proposal is worth 50 points and must be submitted and approved before you can begin writing your final research paper. **Note:** This is mostly an exercise to get you thinking about the direction you wish to take and the audience you hope to persuade. Your thesis statement may be altered or changed completely as you do research and learn more about the subject.

Persuasive Research Essay Using the topic you proposed to me, you will write a 6 – 8 page (double-spaced, 12-point font, 1-inch margins, Times New Roman) persuasive essay in which you take a stance on a subject of your choice. You will be graded on your ability to effectively persuade the reader by making strong arguments that are well-supported and avoid jumping to conclusions or are fallacious in some way. You will be expected to include an academic voice with sophisticated diction and writing style that reaches your intended audience. Though the organization is ultimately up to you, the essay must be coherent with smooth transitions between ideas and include a strong introduction and conclusion that both interest the reader and leave them thinking about the subject. You will be required to use MLA documentation format for both in-text citations and the works cited (bibliography) page, and you will include both paraphrasing of ideas and direct quotes.

Annotated Bibliography Using MLA documentation format, you will include an annotated bibliography (works cited or references page) at the end of your essay. You will be required to use at least six (6) credible sources that include annotations (notes or comments). By credible, I expect that you use academic journals, books, and accredited magazines, newspapers, and websites. If you refer to other forms of media in your paper (television programs, movies, music videos, songs, etc.), you must cite them in your bibliography. You are not allowed to cite any encyclopedia (including Wikipedia) as a source. The annotations will be short, but must be at least 3 – 4 sentences. In these, you will include information about the source you used, possibly explaining the credibility of the author or source, what the entire source was about, and how you used the source for your research (maybe you used a graph, a few statistics, a quote, or something else) or how it was especially helpful to your argument.

Peer Review A great part of any learning experience involves getting ideas from and sharing with others. On Friday, July 20, we will have a peer review day where you will be expected to share your rough draft of your Persuasive Essay with two (2) classmates. On this day you will have a chance to share your ideas and writing style with others in the class. On a worksheet that I will provide in class, you will be expected to give useful feedback to your peers. Although it is obviously expected that you are respectful when giving comments, it is also expected that the comments give both positive *and* negative feedback. We cannot learn if we are never told what isn't working well. You and your peers will appreciate knowing what is working as well as what needs to be improved. I will be looking for feedback that is specific and useful to your peers. The Peer Review is worth 25 points.

Journals Like most things in life, we get better at writing when we practice. One of the best ways to generate ideas and begin exploring a new topic or one we are interested in is to simply begin writing about it. The purpose of these journals is to allow you to freely write about your ideas. This is where you can experiment with and develop new strengths in writing. Push yourself to use more sophisticated diction and academic prose. Find new ways to express your ideas. For this unit, you will be writing five journals that will help prepare you write your persuasive essay. The topics of the journals include the following: Rhetorical Analysis, Evaluation, Making an Argument, Plagiarism, and Reflection. Because I expect you to experiment and freely express your ideas in these journals, you will not be graded on structure, format, style, voice, or grammatical correctness. I am simply looking for well-thought-out ideas and an effort to learn and express something new and interesting. I expect you will take each journal assignment as a serious opportunity to improve your writing and critical thinking skills. These essays do not have to be typed, but I do expect them to be at least 500 words (which would be roughly the equivalent of one page typed, single-spaced). Journals are worth 20 points each, 100 points total for the unit.

Portfolio Presentation Be careful not to lose any of your journals, peer review, or rough draft during the course of the unit as you will be expected to turn them in all at the same time. As a good practice for turning in any combination of professional documents, you will turn in these assignments in a folder with a short explanation, or executive summary, (one or two paragraphs) describing and contextualizing the contents of the portfolio.

Refer to the reverse side of this page for the detailed grading rubric and assignment description.

Name: _____

Due: July 25, 2007

Unit 2 Scoring Standard & Checklist

Proposal, Persuasive Research Essay, Annotated Bibliography, Peer Review, Journals (5)

Proposal (50 pts.)	Comments	Score
<p>Content</p> <ul style="list-style-type: none"> <input type="checkbox"/> Proposal is in memo format (To, From, Date, Subject, single-spaced, double-spaced between paragraphs) and is about 1 page (no longer than 2) <input type="checkbox"/> Essay topic is explained and your angle or argument is presented <input type="checkbox"/> Exigency is presented (in other words, why is this important?) <input type="checkbox"/> A clear, concise thesis statement is given <input type="checkbox"/> An explanation of the [types of] sources you plan to use and where you plan to find them is given <input type="checkbox"/> Your audience is explained and the tone/style/word choice is explained in detail <input type="checkbox"/> Conclusion reiterates purpose and requests permission to continue <input type="checkbox"/> Proposal is professional with a clear voice and sense of purpose 		
Persuasive Research Essay (150 pts.)	Comments	Score
<p>Content</p> <ul style="list-style-type: none"> <input type="checkbox"/> Essay is 6 – 8 pages in length, typed, double-spaced, with 12-point font, 1-inch margins, and Times New Roman typeface <input type="checkbox"/> Essay topic is clear. The thesis statement is strong and is well-supported. The essay does not drift from topic to topic, but stays focused on one central argument <input type="checkbox"/> Essay includes a strong introduction and conclusion that tie in the body of the paper and make the argument clear and persuasive, leaving the reader with something to think about <input type="checkbox"/> Uses credible sources that are well-integrated and help support the argument. There are no dropped quotes or seemingly random or unnecessary sources cited. Both paraphrased and direct quotes are used. In-text citations are used correctly <input type="checkbox"/> A clear, academic voice is established that makes the essay interesting and engaging and is consistent. It only makes use of first and third person (never second) <input type="checkbox"/> Organization is clear with smooth transitions between ideas <p>Grammar & Mechanics</p> <ul style="list-style-type: none"> <input type="checkbox"/> Grammar is used correctly, making the essay easy to read and follow <input type="checkbox"/> There are no spelling or punctuation errors 		
Annotated Bibliography (50 pts.)	Comments	Score
<p>Content</p> <ul style="list-style-type: none"> <input type="checkbox"/> Only credible sources are used (no encyclopedias) <input type="checkbox"/> At least six (6) sources are documented in correct MLA format <input type="checkbox"/> Annotations are at least three (3) sentences and include information about the author/source credibility, what the source is about as a whole, and how it helped you in making your argument 		
Peer Review (25 pts.)	Comments	Score
<p>Content</p> <ul style="list-style-type: none"> <input type="checkbox"/> A draft of the personal essay is brought to class the day of the peer review <input type="checkbox"/> Both sides of the peer review are completely filled out <input type="checkbox"/> Comments given to your peers are courteous and show respect <input type="checkbox"/> Both positive and negative feedback is given 		
Journals (100 pts.)	Comments	Score
<p>Content</p> <ul style="list-style-type: none"> <input type="checkbox"/> Five (5) journals worth 20 points each <input type="checkbox"/> Writing is on topic with the assignment given in class <input type="checkbox"/> Journals are at least 500 words each, either handwritten or typed (generally this means about one page typed, single-spaced) <input type="checkbox"/> Comments are thought-provoking and interesting. It is obvious that some thought went into the writing of the journals 		
Portfolio Presentation & Executive Summary (25 pts.)	Comments	Score
<ul style="list-style-type: none"> <input type="checkbox"/> All assignments are included and bound in a clean, professional folder, placed in the order assigned in class <input type="checkbox"/> Includes a 2 -3 paragraph description, or executive summary, at the front that contextualizes each of the documents 		

Grand Total _____ /400 Points