

ENGL 1050: Assignment Sheet

Persuasive Genre Project

What is persuasion? Persuasion is when a person tries to convince others that something is true often with the goal of getting them to eventually act on that belief. Persuasion is used in many different rhetorical situations from determining who will be the next president of the United States to deciding who's the greatest basketball player of all time. A person presents an argument (the thing they want others to believe) and then provides them with reasons why they feel their argument is valid.

What will you create? First you will choose a community you belong. Different groups large and small make up a huge part of our identities. At any given time you are likely to be a member of several different communities. For instance, you are currently a Western Michigan University College Student. You are also a resident of the city you live in and a resident of whatever neighborhood you live in. Your workplace, any groups you belong to, your family, your specific group of friends are all communities you belong to. For this paper, you are going to pick a community and research a problem or issue that your community is divided on. Maybe you think your workplace needs to install a snack machine or that your family needs to hang out more together or your club can't make a decision about who should lead meetings. An easy way to brainstorm ideas is to think of some of the larger topics that affect the world and then ask yourself how are the communities you are a part of affected by them. You are going to write a 5-page essay where you argue for your preferred solutions.

Your essay will be a formal five page scholarly essay with at least 5 sources to back up your claim including a print source (book, scholarly journal, newspaper, magazine, etc). Being able to write a formal research essay is a valuable skill that will benefit you throughout your collegiate career and beyond. However, logical facts and connections are not the only way to persuade others to do things.

For the second half of the assignment, you will be creating a separate piece in a genre other than the formal essay. You are going to pick a genre of writing that you think will appeal to your community. Your audience and purpose are still the same: convince members of your community that your proposed solution to their conflict is the best solution. You're just going about it in a different way. The purpose of the second half of the assignment is two-fold. 1. Even more than with your scholarly paper, you're going to have to really take into consideration your audience. In what form is the message you want to send best delivered to your audience? What are they likely to pay attention to? What would really move them to action? It also forces you to explore writing in a genre that you are not familiar with. If you choose to say write a spoken word poem, you must first learn what that genre looks and sounds like and how is it used for the purpose you hope to achieve.

Your chosen genres may allow you to tap into talents you already have, but many of you

will probably be creating an example of that genre for the first time. Of course I don't expect you to become experts at any of these genres overnight, but I want you to be able to create a passable example.

What You Will Turn In

Topic Proposal Due Monday November 14th

Annotated Bibliography of 10 sources **Due Thursday November 9**

5-Page Scholarly Research Essay **First Draft Due Friday December 1 Final Draft Due December 14th**

Presentation of Persuasive Piece in Genre of Your Choice **Due Friday December 9**

Formatting

- Double-spaced
- 12 point Times New Roman Font
- 1-inch Margins
- APA Title Page
- APA formatting for all outside sources