Planning for Project 3

Your 3 Goals (Focus-Basic):
1. Educate an audience of **non-engaged stakeholders** about your chosen issue/topic
2. Convince them to care about it (to realize that they are a stakeholder)
3. Argue that the audience should take action in a specific way or set of ways.

Thesis (Focus-Critical Thinking)
Your thesis should be structured so that it:
- summarizes your position on the issue
- states why it is important for the reader to adopt this point of view
- recommends a specific action or group of actions for those who are convinced

You can use a classical Aristotelian structure (thesis near the beginning) or the Rogerian structure from Project 2 (thesis near the end)

Research (Evidence)
- Cite at least 3 outside sources using a mixture of quoting, summarizing, and paraphrasing
- Integrate this source material into your argument
- You may cite news reports or magazine articles from reputable sources, editorials, scientific reports, government documents, or scholarly sources
- Avoid citing blogs or other social media, unless the source is very reputable (a blog, Tweet, or FB post by an expert in a pertinent field)

Writing the Paper (Organization)
Introduction
- Write an effective. eye-catching introduction that introduces the issue/topic from a broad perspective. Think about how to capture your audience's attention (avoid dull statements of facts/statistics; consider using a short narrative that captures the essence of the issue)
- The introduction should look forward to the points you will use to make your argument
- DO NOT WRITE ANY FORM OF THE FOLLOWING:
  - "Since the dawn of time…" (this is too dramatic; time began a very long time ago, when humans weren't around)
  - "From the beginning of civilization…" (also too dramatic; can lead to inaccurate statements)

- o "(Issue) has been a problem since…" (we know you think it's a problem, otherwise you wouldn't write about it; also, how long it's been a problem is usually not pertinent to the argument)
- o "(Issue) is a problem that affects many people throughout the country…" (this is fairly obvious too; it's also a very vague statement; we don't really care about an amorphous group of anonymous people, we care about veterans, or animals, or sick people, or senior citizens; we care even more about Emily Keeler, who is 91 and lost her insurance because she couldn't read the fine print)

Body (Part 1: Overview)
- After your introduction, go into more detail about the nature of the issue.
- The purpose of this section of your essay should be to list the main reasons this issue is a problem (Who does it affect? How does it affect them? Has the issue gotten worse in recent years? How so? Cite sources to back up these claims)

Body (Part 2: Providing Context)
- Move on to illustrating how the issue affects the audience/the larger world
- The purpose of this section of your essay should be to provide the audience with the information they need to adopt your point of view (to become an engaged stakeholder). In other words, you will list and defend the evidence YOU found most convincing about the issue.

Body (Part 3: the Call to Action)
- Move on to recommending a specific action or set of actions that the audience can take to respond to the issue (now that they have been convinced).
- The action(s) should be more complex than simply visiting a website ("to find out more") or donating money to a charity. You may include these, but they should not form the bulk of your call to action.
- Examples include:
  - o volunteering for an organization dedicated to confronting the issue
  - o writing letters to specific government officials or corporate representatives
  - o joining (or starting) a local activist group
  - o changing one's lifestyle or habits to reflect the new position or belief
- Provide evidence that these actions can make a difference (if similar actions have been tried, talk about the results; if your action is brand new, talk about the effects you think the action will have)

Conclusion
- End on a hopeful note; the most effective way to secure reader buy-in for the call to action is to convey the sense that the issue has a solution and that the solution is in their hands