

ENG 123: Module One Journal Guidelines and Rubric

From Problem to Persuasion

The journal activity in this course is private between you and the instructor. This week you spent some time reflecting on persuasion in your everyday life, and you shared some potential topic ideas with your peers and instructor. But why is persuasion so important? Let's think about that a little bit in this journal entry.

Reviewing your brainstorming activity, select **two potential problems** that 1) have two logical sides to the issue (your viewpoint and an opposing viewpoint), 2) is researchable, and 3) is related to your career or degree.

In your journal, **write a fully developed paragraph for each problem (5-8 sentences each)** explaining two sides to the issue (how is it argumentative?), how you plan to approach it in your project (what side are you going to take?), and why you're personally interested in it (of all the potential problems in your field or degree, why did you choose this?). When writing the paragraphs, feel free to express any other thoughts or concerns you may have about the topic choices.

After exploring the argumentativeness of your problems, take a moment to consider the bigger picture. Then, in **one to two paragraphs**, briefly reflect on the importance of persuasion with the potential topic you're most likely to write about. Why is it important that people consider your side with your selected topic? Who is your audience, and why is it important to convince them that your view on your topic is the better (or more correct) view? Remember to try to be specific in your entry: this information will help guide you as you work on your project in the coming weeks.

For more information about Journals, please review [these tutorials](#).

Rubric

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary – 100 %	Proficient – 85 %	Needs Improvement – 55 %	Not Evident – 0 %	Value
Potential Problem #1	Meets "Proficient" criteria and provides additional rich, engaging details and reflections on the potential problem	Identifies first potential problem that has two clear sides to the issue, is researchable, and is related to student's career or degree	Identifies a potential problem, but is missing information that explains the two sides to the issue, explains how it's researchable, and/or explains how it's related to student's intended career or degree	Does not clearly explain why the potential problem was chosen	25

Potential Problem #2	Meets "Proficient" criteria and provides additional rich, engaging details and reflections on the second potential problem	Identifies second potential problem that has two clear sides to the issue, is researchable, and is related to student's career or degree	Identifies second potential problem, but is missing information that explains the two sides to the issue, explains how it's researchable, and/or explains how it's related to student's intended career or degree	Does not clearly explain why the second potential problem was chosen	25
Importance of Persuasion	Meets "Proficient" criteria and provides detailed examples to support claims	Examines why it is important to persuade an audience using the potential topic that student is most likely to write about	Examines the importance of persuading an audience but lacks details or does not discuss in relation to the student's potential topic	Does not examine the importance of persuasion	20
Audience	Meets "Proficient" criteria and provides detailed examples to support claims	Accurately identifies audience in regards to topic selected and discusses importance of convincing audience that the selected topic is better (or the more correct view)	Identifies an audience and discusses importance of convincing audience but discussion contains inaccuracies or lacks details	Does not identify audience and does not discuss the importance of convincing audience that the selected topic is better (or the more correct view)	20
Articulation of Response	Journal entry is free of errors in organization and grammar	Journal entry is mostly free of errors of organization and grammar which are marginal and rarely interrupt the flow	Journal entries contain errors of organization and grammar but are limited enough so that entries can be understood	Journal entry contains errors of organization and grammar making the Journal difficult to understand	10
Comments				Earned Total	100%

