

1177: Argument Instructions

Your argument can take the form of a persuasive essay (usually more formal), an op-ed (opinion editorial piece, usually less formal) a letter to the editor, a video or podcast, or anything else you can run by me.

You can argue to advance a thesis, or to refute an existing argument.

Generic Conventions:

In building your argument you should:

- choose a topic that interests you
- offer your reader background information (consider your audience, and their possible feelings on the subject) and take their assumptions into consideration. Remember to define your terms!
- state a claim (thesis) that you will defend using your choice of **rhetorical appeals**
- offer reasons for your claim
- use research to develop supporting evidence for the reasons that support your claim, and make sure to cite said evidence properly. Quotes and/or statistics are essential here!
- address counterarguments: refute them, acknowledge they are a problem/beyond scope of paper, or that whoever makes that argument might have a point and that this is a problem for your argument.
- Conclude with passion angled towards an appeal to pathos

Stylistic choices:

Your paper should have:

- a strong opening that grabs the reader
- vibrant sentences (metaphor, similies, analogies)
- an awareness of how tone matches medium
- an awareness of how tone supports rhetorical appeals

Design:

Your paper could include

- pictures without captions
- pictures with captions

Your argument could be:

- a paper
- a video
- a short podcast with another person

Requirements:

- 12 pt font
- double spaced
- 3-4 pages if writing
- 6-8 minutes if podcast/video

Rubric:

Requirement:	Outstanding (A-range: 80-100)*	Strong (B-range, 70-79)	Developing (C-range, 60-69)	Limited (D-range, 50-59)	Lacking (F-range, below 50)
Meets the needs of an audience by offering context or background for the topic					
Clearly defines terms and acknowledges assumptions					
Clearly states thesis (claim + map) for the reader					
Supports claim through reasoning					
Recognizes and uses appropriate rhetorical strategies					
Offers compelling, researched evidence for reasoning					
Uses vibrant language to engage audience					

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Offers thoughtful and considered engagement with counterarguments					
Stylistic and design choices support the topic, main argument, and medium					
Works cited page/reference page and in text citations cited correctly					
Works within formal constraints					

(*You will likely not receive higher than 95—anything higher than that I consider publishable).