

## 252 GENRES

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on your own; more often, though, you'll need to do **RESEARCH** to see how others have solved—or tried to solve—similar problems. Don't settle on a single solution too quickly—you'll need to **COMPARE** the advantages and disadvantages of several solutions in order to argue convincingly for one.

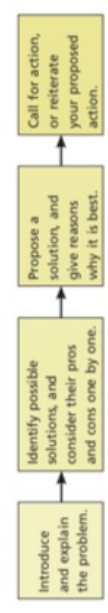
**Decide on the most desirable solution(s).** One solution may be head and shoulders above others—but be open to rejecting all the possible solutions on your list and starting over if you need to, or to combining two or more potential solutions in order to come up with an acceptable fix.

**Think about why your solution is the best one.** Why did you choose your solution? Why will it work better than others? What has to be done to enact it? What will it cost? What makes you think it can be done? Writing out answers to these questions will help you argue for your solution: to show that you have carefully and objectively outlined a problem, analyzed the potential solutions, weighed their merits, and determined the reasons the solution you propose is the best.

### Ways of Organizing a Proposal

You can organize a proposal in various ways, but always you will begin by establishing that there is a problem. You may then identify several possible solutions before recommending one of them or a combination of several. Sometimes, however, you might discuss only a single solution.

#### [Several possible solutions]



- academic
- literatures
- rhetorical
- situations
- genres
- fields
- processes
- strategies
- research
- MIA / AIA
- media / design
- readings

