**Essay One: Argument of Evaluation**

200 points

An argument of evaluation is an argument that states *why* something is good/ bad, successful/ not successful, effective/ ineffective, competent/ incompetent, and so forth. These types of arguments can be made in numerous ways and on numerous topics. Some examples of arguments of evaluation are:

* judgments of public policy or figures
* book/ film/ music/ restaurant reviews
* evaluations of societal tendencies and norms (Example: An article lamenting America’s tendency to not take care of their elderly.)

**Due Dates:**

Proposal **Wednesday, January 18 (by midnight) – Post to Blackboard**

Peer Review Draft **Friday, January 27**

Final Portfolio\*\* **Wednesday, February 1**

\*\*Peer draft, draft with my comments (if applicable), final draft, rhetorical analysis, rubric, peer review sheet

**Directions:**

**1)** Pick a **topic** that you would like to evaluate. Make sure it is something you can place into a certain **category.** For instance, if you were to evaluate Lady Gaga, you could place her into the category of female pop icon. If you were analyzing *The Notebook*, you would place it in the romantic film category. This will help you to choose criteria of judgment. (See topic idea below.)

**2)** Pick a **specific audience** to whom you will address this argument. Think about who would be interested in this issue. Students? Republicans? Younger/older movie lovers? Narrow it down – the audience is never “everybody” or “all Americans.”) What type of style, evidence, and tone would work best for this demographic?

**3)** Write your essay. It must include the following things:

* a clear **thesis** with a claim and a reason
  + consider whether or not you need to **qualify** your thesis (Ex. Instead of “Jon Stewart is the funniest person on TV,” you would say “Jon Stewart is one of the most influential TV personalities of this decade.” Don’t make claims you can’t support.)
* a brief **overview** of your topic (a sort of background paragraph)
* an explanation or defense of your **criteria**
  + What criteria/standards are you using to judge your topic? Can you justify these criteria?
  + Ex. What makes a *good* teacher? (good student evaluations? student success rate?)
  + Ex. What features make a film a classic? (quotability? reviews? money made?)
* **evidence** that your subject meets or fails to meet the criteria you set
* consider and address the **alternate views** (opposing viewpoints and counterarguments)
  + What would those that oppose you say? How can you disprove their arguments?
* **pathos/ logos/ ethos**
  + Try to use all 3 appeals in your essay. (see *EAR* for help)
* **outside sources**
  + you must include 3 credible outside sources – 2 of these must be *opinion* pieces
  + you must incorporate ideas from those sources into your essay
    - make sure to introduce the author/site and state why he/she/it is relevant
  + use MLA citations throughout your paper
* **works cited**
* **\*\*correct page length\*\***
  + 3-4 pages, **not** including heading, images, or works cited information
  + 12 point Times News Roman, double-spaced, 1” margins.

**4) \*\*Final Step\*\*** A rhetorical analysis describing your essay’s writing strategies and techniques.This is in addition to the minimum page requirements for essay 1. (See directions below.)

**Final Step: Rhetorical Analysis**

* When you are finished writing your paper, you will do a write-up that explains some of your rhetorical strategies. Include answers to the following questions:
* Length: At least ½ a page, typed.
  + What audience did you pick and why?
  + How did you try to tailor your essay so that it would work well for this audience? How did this affect your evidence, appeals, style, and tone?
  + How did you use pathos, logos, and ethos? Give specific examples.

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**Tips for picking a topic:**

* You can use ideas from your “love/ hate list” or use the topic from the Op-Ed you analyzed for your Op-Ed analysis paper.
* Pick a topic that is not overly personal. It should be a topic about something within the public realm/ or that is part of our society. (For example, a topic about why you hate rain is not going to work.)
* Pick a topic for which you can think of an overarching category and criteria. This will be crucial in helping you to support your claim.
* Pick a topic you know a good deal about (or that you can learn a great deal about quickly).
  + For example: If you want to talk about a certain musician or band, you want to make sure that you know a lot about music and what makes music “good” or “not good.” You should be a musician or you should have studied music.

**Examples of possible topics:**

Consider categories:

*Print Media*: newspapers, books, magazines, posters, photographs, art

*Broadcast and Film*: television programs, commercials, movies, radio programs, songs, news

*Live Performances*: theater productions, concerts, lectures, stand up comedy

*Services*: restaurants, salon, department stores, bookstores, medical services

*Technology:* Macs, I-pad, phone apps, sound system components, cars

*Politics*: democracy, socialism, communism, capitalism, globalization, free-trade agreements

*Societal traditions/ tendencies/ norms:* trends inhow we interact with one another and the world around us (physical contact, attitude, values) (Ex. Our use of sarcasm and cynicism in our society)

Specific example ideas:

Why buying a classic car is a good/bad decision.

Evaluate Ernesto ‘Che’ Guevara’s legitimacy as an inspirational figure, discerning fact from myth.

Evaluate President Obama’s health care plan.

Assess Americans’ reliance on nursing homes to take care of our elderly (rather than in-home care).

Fox News: love it or hate it?

Macs vs. PC’s: which is superior?

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**Extra Credit:**

Go to the Writing Center in Waldo 123 or the Writing Desk in Valley Library and include your blue slip in your portfolio. (10 points)