**English 312 Issue Analysis Portfolio Assignment**

**Task**

In preparation for writing Arguments 1, 2, and 3 this semester, you will first explore five potential paper topics by writing five one-page, single-spaced issue analysis papers on five different current, controversial issues. The issue analysis will help you think through your potential topics and decide which three you’d most like to write about in your final papers. You should do some preliminary research and reading on your topic before writing the issue analyses in order to gain a sense of your audience and the pros and cons on each issue. Each Issue Analysis is worth 20 points.

Each issue analysis should include these four sections:

1. **Audience Analysis**

Write one or two brief paragraphs analyzing your target audience and their values, beliefs, and assumptions. You are writing your paper for a general American audience: imagine that your argument will be distributed in a national newspaper or magazine. Within this general audience, you will need to identify who constitutes your specific audience. Who might find your claim initially unacceptable? What kinds of groups or individuals would care about your issue (e.g., educators, health care providers, government officials, parents, etc.)? What values, beliefs, or assumptions do they hold about your issue? Do you personally know any individuals who would disagree with your stance? What would their probable response to your argument be?

1. **Consequential Issue Question**

Write out the WATCO question (What are the consequences of A on B?) that your paper will answer.

1. **Pro/Con Analysis**

Summarize the arguments for and against your issue. You can write this pro/con analysis in the form of a bulleted list or as a paragraph.

1. **Preliminary Enthymeme**

Draft a preliminary enthymeme for your paper. This should include your claim, reason, and your assumption. Please follow the format below for writing your enthymeme (be sure to mark the terms and underline the verbs as shown):

Banning the advertising of junk food to children (A) decreases (v1) childhood obesity rates (B)  
b/c  
Banning the advertising of junk food to children (A) decreases (v2) calorie consumption from junk food among children (C).

**Due Dates:**

**Friday, January 24, 2014:** Bring 2 Issues Analyses to class for workshop

**Monday, January 27, 2014:** Bring 3 Issues Analyses to class for workshop