# Purpose

The purpose is to assert and explain a clear, persuasive position on a single topic with the intention of persuading the reader to your position.

# From Topic to Thesis

Sign up for your topic from the list. All topics are huge on purpose, so you can refine the topic to a defendable view (your position) that you want to prove to be true. Your thesis should not need to use the same words that are in your topic; it just needs to cover the topic.

* Have your thesis and arguments build a logical or ethical appeal (emotional appeals are not applicable).
* Your claim/thesis cannot contain the following words: "**and**" or "**or**" (so you will defend only ONE position) or "**than**" (so you don't create a comparison paper).
* Be specific and controversial in your thesis, so that you have something to prove, convince, persuade. Theses that anyone would agree with are essentially fact.
* Avoid making your thesis or arguments passive voice. When you say something "should be done", it is confusing to the reader. Who should do it?
* Prove your thesis is true by proving your side of the thesis. Do not prove your thesis is true by saying that the "other side" is not "bad." These papers are not compare/contrast works. For example, if your argument was that "green manufacturing was 'good.'" (Yes that's a vague thesis, but I'm making a point.) You cannot prove that thesis is true, by saying that "non-green manufacturing is 'bad.'"

# Audience

Decide who can do something about the thesis once they have been persuaded to adopt it. This ought to be a real person who is NOT in your acquaintance (do not use a friend or relative).

# Structure

* Make your thesis **bold** (so it's clear where/what it is).
* Follow the 3x3x1 structure:
  + Three (3) arguments with each argument having three (3) supports.
  + One (1) very short paragraph after the argument heading that explains why that argument proves your thesis is true.
  + Each of the supporting facts as a bullet.
  + Each supporting fact begins with the fact, then, if it's not obvious to the reader, it ends with an analysis that explains why this fact proves the argument is true.
  + Do not begin the support with your analysis.
* Avoid logical fallacies in your arguments.
* Do not refute the opposing view.
* Do not use the same source for all the supports in the same argument section or multiple arguments. That shows signs of patch writing, not original thinking.

# Length and Delivery format

* Cover your thesis persuasively in **750-850 words for the pattern word count**.
* To practice another delivery, turn in your work as a LETTER. Letter options you can use are Formal or Simplified.
* Include the word count of the pattern at the bottom of your final page, as shown: **[word count xxx]**
* Do not include your Bibliography or front/end matter of the letter or the word count from long quotes in your word count.
* Make it a real letter:
  + Your title is "student" or some other role you have in relation to this topic.
  + Your reader is the best person to convince of this thesis and send the letter to them. Pick a person who would be able to DO something about the topic having adopted your thesis.
* Create white space between the bullets so that it's easier for reading. This is not the default in Word. Select the bullets under a heading. Right click. Go to Paragraph. Unclick the box "Don't add space between paragraphs of the same style".
* Include headers/footers: a header on pages 2+ that is either a description ("Letter to xxx regarding yyy") or your thesis; footers are for page numbers, generally.  
    
  NOTE: The alignment for the header and footer must always work together: left/left, left/right, center/center, right/right.

# POV and Tone

Remember that when reading "you", the reader puts themselves into the work. For your reader to adopt a viewpoint that is controversial, it's easier to do that if it's done at a distance, or in 3rd POV. Therefore, it's best to persuade a reader to adopt a viewpoint, when you use 3rd POV. For this reason, this work ought to be in 3rd POV.

However, because this is in a letter delivery, there may be places where you need to use the 1st POV to refer to yourself and use 2nd POV to refer to the reader; otherwise, the letter itself will appear stilted in tone. If you need to switch POV, minimize these shifts, and be sure that only 3rd POV is used when you are attempting to persuade the reader.

Additionally, avoid awkward/wordy scaffolding statements, such as "I believe…", "we will show…", etc. Likewise don't replace those with equally awkward statements, such as "It is the opinion of the author that…" Just state your viewpoint in the proper places according to the pattern. Readers are smart and know that any opinion that is not cited is owned by the author.

# Bibliography, Citations and Sources

* Include a comprehensive "Bibliography" of all works you looked at in the preparation of your paper. Include all entries, even if you did not cite it in your paper.
* Locate the Bibliography after the salutation at the end of the letter.
* Cite at least five credible sources in the text of your paper. These sources do not have to come from peer-reviewed journals, but all must be reputable sources. This requirement means that you need to integrate varied sources into your work.
* Use the MLA citation format. Pay attention to detail or use a source management system.
* Cite the library database from where you got your source. See in "An Article from on Online Database" that the library database name goes in front of the word "Web" and is shown in italics. <<https://owl.english.purdue.edu/owl/resource/747/08/>>
* Include the URLs, even though MLA does not require it.
* Format as follows: Single space the citation entries. Put space between the citation entries. Use hanging indents on the citation entries.
* Avoid wordy in-text citations to notify the reader of the source, for example: "According to blah, blah, and blah, in their article "x and y plus z" found in ABC magazine, the authors say, "quote." That's 21 words, the reader didn't need to read.

# See turn-in instructions and due dates on canvas.