**Writing to Solve Problems (175 points)**

This project has four parts: 1) written argument, 2) multimodal component (public advocacy ad or public service announcement), 3) multimodal analysis, 4) revision analysis

**Assignment:** Think about some problem in your local community or current/future career, propose a feasible solution to this problem, and justify your solution with reasons and evidence.  To brainstorm ideas, think about what seems to be a pressing problem in your local community or field of work, what has been done or suggested so far to address it, how you plan on resolving this problem, and why your solution is the most effective one available.

**Audience:** As proposals aim to bring about change, your audience should be a decision-maker in your local community or current/future career, who has the finances or authority to implement your solution and make that change happen. Remember, your justifying reasons, supporting evidence, rebuttal, tone/style, and the form of your proposal should be tailored for this specific audience.

**Overused Topics**: The following topics are prohibited, as they either a) are too generic or common, b) don’t promote creative idea generation, or c) lack sufficient depth:

Gun control, abortion, legalization of marijuana, euthanasia, death penalty, global warming, homelessness

**Part 1:  Proposal Argument (140 points)**

Your argument should have the following features:

* **Description of the problem**: Persuade your audience that this is a genuine problem in your local community or current/future career that needs solving; give it presence; explain why it is a serious problem that needs to be resolved (Make sure not to tackle the problem broadly, at the national scale.)
* **Description of alternative solutions**: Discuss 2-3 alternative solutions that have been previously used or suggested by others; explain (with evidence) their drawbacks
* **Description of the *best* solution** **(a proposal for action) that will help alleviate the problem**: Show your audience that your solution is logical and feasible; give details as to how it will be executed
* **Justification of the solution**: Give 2-3 convincing reasons why your audience should accept your proposal and act on it (what reasons would they be more likely to accept?); explain (with evidence) why your solution is the most effective one available for your local community or current/future occupation
* **Rebuttal of the concerns and objections**: Address the most important/common 2-3 counter-arguments that your audience may bring up to challenge the importance of the problem, effectiveness and execution of your solution, and/or your supporting reasons and evidence; provide rebuttal with support

**Genre:** For this project, rather than an academic essay, you can pick another genre that might be more suitable for your rhetorical purpose and the specific audience you are targeting. Consider what will be the most effective way to present your proposal to this audience. For instance, you can write it in the form of a letter, newspaper article/editorial, magazine article, detailed memo, etc.  Think about your audience and their expectations to determine which form of text would be more appropriate to use.

**Research and Documentation:** You must use a minimum 5 scholarly and academic/credible sources to support your opinions.  At least 3 of these sources should come from ASU library databases.  They should be attributed properly, incorporated into the essay effectively, and cited correctly according to APA style.

Additionally, one of your sources should come from field research – either an interview or survey that you conduct with someone in your local community or future career. See the Project 2 Primary and Secondary Research assignment sheet for more information about this component.

**Length and Format:**  1000-1500 words of typed text (excluding the References list) submitted as a Word document in doc, docx, or rtf format. Pages and Odt files are not compatible with Blackboard.

**Part 2: Multimodal Component and Analysis (25 points)**

**\*This is a separate component – not to be embedded into the written argument.**

Make sure to read Chapter 18: Communicating with Design and Visuals to learn how to execute the design expectations effectively.

You can select one of the two options to accompany your proposal argument: a public affairs advocacy ad OR a public service announcement.

Think of this requirement as a way to grab your audience's attention concerning the problem and to inform them of your solution and its effectiveness so that if they are interested, they will want to read your written proposal for details.

**Option 1 – Public Advocacy Ad:** Possible options are a flyer or a one-page still webpage that promotes your proposal and calls to action. (A page within your Digication ePortfolio can be used for this purpose, or you can also create a new page on a different site and provide the link to it.)

Consider such design elements as layout (organization of and balance between the written and visual text), spacing, font and image size, font style, color, clarity, and brevity of the text.

If you don’t have an app or software you are comfortable using to design this piece, consider trying canva.com as a resource.  Canva makes templates, backgrounds, fonts and images available for free.

**Option 2 – Public Service Announcement:** An option is a short video clip with voice-over (music optional), pictures, and written text, if appropriate.  You can create this video by using YouTube, PowerPoint (with sound), iMovie, AuthorStream, or any other program.

As you produce the video, consider these design principles:  technical quality (accessibility, audio quality, and viewability), audience engagement, timing (less than a minute), and completeness.

Regardless of the option you choose, your ad or PSA should convey the problem and your solution clearly, and convince your target audience of its effectiveness to take action.

Also, either option must be your own original creation, and not taken from another source.

**Multimodal Analysis:** Either option must be accompanied with a 2-3-page analysis of the multimodal component using the following:

* your design choices of the multimodal component in relation to the local or occupation-specific audience
* use of the rhetorical appeals (ethos, pathos, logos) through all parts of the multimodal component
* the utility of composing in different media and how you might apply these skills in other areas of your life

**Part 3:** **Revision Analysis (10 points)**

When you submit the final draft of this project, you need to also submit a 1-2-page Revision Analysis in which you:

* synthesize the feedback you received from your instructor, peers, writing fellow, the ASU writing center
* discuss how you applied the feedback in your final draft
* discuss why you made the revisions you did