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**Introduction**

**Hook:**

"Technology is reshaping industries, and education is no exception."

**Thesis Statement:**

This paper analyzes Jon Marcus’s article "How Technology Is Changing the Future of Higher Education," focusing on its rhetorical situation, text structure, and language while comparing it with similar opinion-based texts from reputable news outlets.

**Importance:**

Opinion-based texts provide insights into societal trends, and analyzing their structure helps us understand how they influence public thought.

**Body Paragraphs**

1. Rhetorical Situation

What to Include:

* Purpose of the article: Informing readers about how technology is revolutionizing higher education.
* Target audience: Students, educators, and policymakers.
* Tone: Balanced with both optimism and caution.
* Quote: Example of optimism about VR classrooms improving language learning.

2. Text Structure

Organization Style:

* Begins with real-life examples to grab attention.
* Explores multiple cases (e.g., AI-powered tools like Jill Watson at Georgia Tech) before offering a broader discussion on educational trends.
* Clear topic shifts with each section focusing on different technological tools or educational models.
* Evidence: Mention the progression from smaller case studies to general trends.
* Compare structure with another opinion piece from The Washington Post or The Atlantic to highlight similarities/differences.

3. Language and Word Choice

What to Analyze:

* Use of persuasive but accessible language to appeal to a broad audience.
* Linguistic balance between optimism and potential risks of technology (e.g., privacy issues).
* Emotional appeal through real-world examples to engage readers.
* Quote: Reference the mention of subscription-based tuition models aiming to reduce costs.

**Sample Texts**

* **Primary Sample:**
  + Jon Marcus’s article from *The New York Times*:  
    Marcus, Jon. "How Technology Is Changing the Future of Higher Education." *The New York Times*, 20 Feb. 2020, [www.nytimes.com/2020/02/20/education/learning/education-technology.html](http://www.nytimes.com/2020/02/20/education/learning/education-technology.html).
* **Secondary Sample:**
  + Another opinion piece from a reputable news source, like *The Atlantic*, discussing a similar topic (e.g., educational challenges or digital learning trends).

**IV. Conclusion**

* **Summary of Main Points:**
  + Marcus effectively uses case studies, clear organization, and accessible language to illustrate the evolving role of technology in education.
* **Engagement:**
  + Conclude by reconnecting to the introduction: Technology will continue to shape higher education, but a balanced approach is essential.
* **Final Thought:**
  + "While technology offers immense potential, educators must balance innovation with caution to ensure that future generations receive meaningful education."

# Works Cited

"How COVID-19 Could Lead to a Golden Age of …." n.d.

Marcus, Jon. "How Technology Is Changing the Future of Higher Education." 20 Feb 2020. <www.nytimes.com/2020/02/20/education/learning/education-technology.html.>.