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English 111: Writing for Social Change
Fall Quarter 2023
Due: *Rough draft on Monday, 23 October*
Final draft on Friday, 27 October

Unit 1 Paper: The Private Sphere

On Santa Clara University's website, one of the four main links – gateways, they are called – is to a video called “Engaged Community.” When we follow the link, we learn that at Santa Clara, “Learning is not limited to the classroom, labs, and library. At Santa Clara, your coursework connects you to life outside the University in ways that enrich what you learn and how you think. Community-based learning integrates academics, imagination, compassion, and reflection, and reaches into all disciplines and majors.” We are genuinely interested in being engaged in our community – in fact, the university has been recognized for its efforts. Following another link on the SCU website finds a news release: “During the 2008–09 academic year, students at Santa Clara University completed more than 100,000 hours of academic service learning and community service, and these efforts were recognized when Santa Clara University was named to the 2009 President’s Higher Education Community Service Honor Roll.”

On Wal-Mart’s corporate website, the very first gateway is: Community. Wal-Mart partners with local programs around the country in an attempt to fight hunger. They are committed enough to this project that they have invested \$2 Billion dollars in this project. Wal-Mart is also involved in other community projects. In fact, their entire “Press Room” tab is dedicated to press releases about different ways Wal-Mart is raising money or awareness for different service projects.

One of the five gateways on the website for Goldman Sachs is: Citizenship. They are committed to...

In this unit, we will analyze the rhetoric of: belonging, citizenship, activism, and/or social change used by universities, organizations, corporations, movements, and any other entities you can consider. Consider: *Why are these private entities concerned with these endeavors? (How) do they define their roles in the betterment of our communities? How do they define community itself? How do they view responsibility?* The goal of this unit is to better understand one of these entities and to do a deep dive into their approaches of fostering positive change.

Our analysis of this rhetoric will be informed by our readings on citizenship and our experiences in the community. By understanding how the idea of citizenship has evolved and how universities and corporations employ this term, we should be able to better understand something about how these ideas are evolving. What are the characteristics of a good citizen, member, and/or advocate of this entity? And who is allowed to be one? What attributes, passions, ideologies do they possess?

Your task is to: select a university, organization, corporation, movement, and/or any other entity of your choice (such as any of the examples you’ve concentrated upon for our activity). Research them fully—what is their mission statement? What are their objectives? Of what about communities are they trying to draw attention and illuminate? How are they

improving society for social change? What are they hoping to achieve? What have they achieved thus far, and what are they currently focusing upon?

I also want you to consider why you have selected them for this paper—is this something to which you belong or a movement about which you're increasingly passionate? Why is this near and dear to your heart?

Please feel free to get as personal and introspective as you like. Think deeply and write from the heart. You are welcome to use the first-person perspective: *I/Me/My*. You are encouraged to be authentic and make this an intimate piece.

Your paper should be approximately 10-12 pages in length and conform to MLA or APA guidelines (font, header, margins, double-spacing, etc.). You are welcome to go beyond that if you would like.

Of course, I encourage you to use the university's library resources and the HUB Writing Center for your writing practices. Please also feel free to visit me during my office hours and email any questions or ideas you may have. I am happy to provide guidance throughout your entire writing process. Please enjoy completing this neat writing assignment. Have fun, be creative, good luck, and as always, aim to have this be your best work yet!