

## Writing 2101G-003

### Essay Assignment #4-“Research Project”

Evaluation 35%

**First Draft for Peer Review Workshop due Tuesday, April 2, 2013** (bring 2 copies to class)

**Draft Revision (3 copies) due in class Tuesday, April 9, 2013**

**Final Draft due Thursday, April 11, 2013**

---

Assignment must be submitted to *Turnitin.com* through webct.

### Topic/Description – Rhetorical Analysis Research Assignment

Throughout this course we have examined and discussed the modes of persuasion—**ethos**, **pathos**, and **logos**—and considered how they are used in various documents to persuade readers. We have also discussed the three basic elements of the rhetorical situation: **audience**, **purpose**, and **context**.

In this research essay you will compose a rhetorical analysis evaluating the persuasiveness of the October 6, 2012 OpEd article appearing on **thestar.com** “Let’s unplug the digital classroom” by Doug Mann, Professor in the Sociology Department and in the Faculty of Information and Media Studies at the University of Western Ontario.

### Purpose

The goal of this research project is to examine the article as a rhetorical instrument and write a persuasive paper stating your position regarding the persuasiveness of “Let’s unplug the digital classroom.” Your position must be presented in a clear thesis statement supported with reasoned arguments that include research represented by the integration of sources you have consulted, including direct quotations (See PART VI “Essentials of Research: Planning, Writing, and Documenting Sources” in *The Canadian Writer’s Handbook* (227-44)). Write in the present tense, follow MLA style, and include a Works Cited page (no footnotes). This is a formal essay; do not use first-person or second-person pronouns.

### Questions to Consider:

Where was the article published? ~~What is the purpose of the article?~~ Who is the intended audience? Is the writer credible? ~~What is the thesis statement? How is the argument organized? Can you create an outline? What rhetorical appeals are used?~~ What evidence does the author present to support his points of view? Does it pass the CRAAP (Currency, Relevance, Authority, Accuracy, Purpose) test? ~~Is the argument balanced and fair? What information, facts, or considerations have been omitted from the article?~~ Examine the language and style. Is it formal, informal, or academic? Is humour or satire used? ~~What metaphors are used?~~

### What appeals are used?

**Ethos:** How does the author represent himself? How does the author build or fail to build trust?

**Logos:** What kinds of facts and evidence does the author use?

**Pathos:** How does the author appeal to the values shared with the audience?

### Invention/Drafting/Research Strategies

Critical thinking questions assumptions; it is a way of deciding whether a claim is true, false, sometimes true, sometimes false, or partly true/partly false. The criteria for what constitutes critical thinking includes the following: **clarity, credibility, accuracy, precision, relevance, depth, breadth, significance, and fairness**. Review the article in the light of these criteria and

keep this list at the forefront of your mind as you work through this assignment. Since you are applying your critical thinking skills to make a determination about the persuasiveness of the argument presented in “Let’s unplug the digital classroom,” your essay must stand up to the same critical evaluation. Remember, it is the argument you are critiquing, not the author; one cannot presume to know the motivations or intentions of another person.

Review “The Writing Process” Part 1 in *The Canadian Writer’s Handbook* for a discussion of important organizational elements essential for this assignment including “Crafting an Outline.

For research purposes you may want to consult the texts referred to in the article, including the 2012 government white paper “Strengthening Ontario’s Centres of Creativity, Innovation and Knowledge.” Mark Bauerlein’s *The Dumbest Generation* is on 2-hour reserve at D.B.Weldon Library and Jean Twenge and Keith Campbell’s *The Narcissism Epidemic* has been requested and will also be on reserve. Additionally, the topics discussed in the article are widely written about in both scholarly and non-scholarly sources.

**Length** 1250 Words

#### **Drafts/Deadlines**

Draft (2 copies) due in class **Tuesday, April 2, 2013;**

Draft Revision (3 copies) due in class **Tuesday, April 9, 2013**

Final Draft due **Thursday, April 11, 2013**

Failure to attend a scheduled peer-review session with drafts sufficiently complete (in your instructor’s opinion) to permit meaningful review, or to participate actively in the peer- review session, will result in the earned mark for that assignment being reduced by 10%. In other words, an assignment that would have earned a 78, for example, will receive instead a recorded grade of 70. This penalty will be applied in addition to any other penalties incurred, e.g., for late submission.

#### ***Final Draft***

#### **✓Checklist**

☐ 4 drafts signed  
by Peer Reviewers

☐ 1 Final Drafts for  
grading

Incomplete assignments will  
not be accepted.

#### **Late Penalty/Criteria for Evaluating/Grading Rubric**

Late essays will be penalized by 2.5% per day unless I have permitted an extension on the due date in writing. You must speak to me ahead of time for an extension and provide a suitable reason. See the Writing Program grading guide at <http://www.uwo.ca/writing/> for additional grading criteria beyond the specific requirements of this assignment.