

Essay Cycle #4: Argument/Persuasion

Overview			
Goals	Readings	Topic	Grammar
--Learn how to write an argument/ persuasion essay --Learn more about essay support and coherence --Build on ALL the previous writing skills we have done so far --Using MLA Documentation Style	<i>Real Essays</i> chpt. 18., pp. 290-333 Argumentative Techniques Development Coherence Effective Writing and Inferences Read McClintock essay .	Write an Argument/ Persuasion Essay. Topic: Chose an advertisement and persuade your audience that it is deceptive based on its use of propaganda techniques.	Using Quotes and Commonly Confused Words. Guidelines for Using Quotes

Due Dates for Work in Essay Cycle #3

Due date	Assignment	Due date	Assignment
10/5 **	Task 1-3: Reading on Learning Goals	10/9	Task 8: WK 7 GRE
10/5 **	Task 4: Find an Ad to Work With WK4 Freewriting Journals	11/11	Task 9: Draft E4-I
10/6	Task 5: E4 Invention	11/12	Task 10: Peer Response E4-I WK 5 Freewriting Journals
10/7	Task 6: Freewriting Draft E4	10/13	Task 11: Revise for Final Draft of E4
10/9	Task 7: E4 Outline	10/13	Tasks 12: Turn in Final Draft of E4

** Tasks should be completed by this date. No work due.

Essay #4 Topic: Advertisements and Propaganda Techniques



General Description:

For this essay, you will learn about propaganda techniques from an article by Ann McClintock. Then you will analyze an advertisement that you choose to see and pick out the propaganda techniques used with this particular advertisement. For the essay, you will write an argument/persuasion essay supporting whether the ad uses propaganda or not.

Guidance for the Essay

Your general essay question for this essay is:

Does this ad use deceptive propaganda techniques?

or—

Is this ad deceptive or not?

Your THESIS will be your answer to this ESSAY QUESTION.

Example Essay Question:

Does this ad from Nutri-Systems Weight loss use deceptive propaganda techniques?

Example Thesis:

A close examination of this ad will reveal it is deceptive because it uses the propaganda techniques of testimonial, band wagon, and card stacking.

(See this [Guide for Defining a Thesis and Orienting Yourself Toward an Essay Topic](#))

Your purpose will be to argue that the ad or ads **uses at least three** of the propaganda techniques discussed in the McClintock essay. You must use quotes from her essay to back up your identification of that technique in the ad. You will also use specific details from the ad that back up your point that the ad uses a certain propaganda technique.

Note: The paper is not really an "Argument" paper because we are not dealing with a contentious issue, but I would say it is a persuasive paper. You will express an opinion based upon your observation and analysis, and you will attempt to persuade your reader that your views are valid or likely.

DIAGRAM OF DEVELOPING EACH BODY PARAGRAPH:

Topic Sentence/ Primary Support (Reason): Present the technique to be demonstrated as existing in the ad for that Body paragraph.

Secondary Support:

- a) At least two quotes from the McClintock article that explain or define the propaganda technique that this paragraph focuses on.
- b) At least two, preferably three, Secondary Supports that point to features and details in the ad that match the quoted definitions you included and shows how the ad is using them.

Condensed version of paragraph outline:

II: Topic/Transition/Linking sentence

- a. Definition
- b. Definition
- c. Evidence from ad that shows match to definition
- d. Evidence from ad that shows match to definition e. third bit of evidence ???

View these example essays to give you a better idea of what this essay will be like:

[Example Essay #1](#) (good example)

[Example Essay #2](#) (less good but ok example)

Essay Requirements

The essay should be 500-750 words long and turned in with MLA format and documentation style. The essay must include quotes in the paper from the McClintock essay.

Tasks for this Assignment:

1) Read About Argument/Persuasion Essays

Read Chpt. 10 in SFH on Writing Argument/Persuasion essays.

Next, read through the [Argumentative Techniques](#)

guide and the [Effective Writing and Inferences](#) guide. You may or may not want to take notes or even print these pages. **ongoing reading for this assignment

2) Learn about Essay Development and Coherence

Read the [Development Writing Guide](#) (follow the links as needed) as well as the [Coherence Writing Guide](#). You will learn a number of key terms: primary support, secondary support, detail, topic/transition/linking sentence. **ongoing reading for this assignment

3) Read the [McClintock essay](#) (Read it a couple of time.)

Read this essay carefully and try to learn about the techniques of propaganda she is talking about. Print it out and annotate it. Mark important passages. (Note: Please don't do research beyond this essay. You will have enough to work with by just using this essay.)

4) Find the Ad to be the Focus for your Essay

Picking a good ad to analyze will be important. You will want to choose an ad that seems a bit shady and manipulative to you. I want you to pick a PRINT ad from a magazine or a newspaper. (You could hunt on the internet, but I think I'd prefer that you hunt in contemporary print ads first.). The ad should contain print and pictures—enough to give you stuff to talk about in your analysis. Some ads are very minimalistic (particularly cologne or perfume ads) and can be hard to write about (but not impossible). If you are totally stuck finding an ad, you can use the old ad I have above for Camel cigarettes.

I don't recommend hunting on the internet for ads because I think it is better to use a contemporary ad. However, if accessing an ad is difficult, it can be ok to use an image of an ad you find online. If really pressed, you can use the Camel cigarette ad I have with this assignment.

Scan your ad to get a digital image of it to paste into your essay. Or take a picture of it with your phone and insert that picture into your essay. Somehow, be sure to be able to include a digital copy of the ad into your paper so the reader can view the ad when they read your analysis of it.

5) Do your Invention Analysis

Before you will be ready to analyze your ad for the propaganda techniques it is using, you will need to be familiar with these techniques. That means you will need to have read and studied McClintock's essay. If you like, you could even look up more information on the various techniques. For example, perhaps "card stacking" is really unclear, you could visit this website for more information <http://library.thinkquest.org/C0111500/proptech.htm> or you might find this website helps you understand the propaganda techniques more: <http://academic.cuesta.edu/acasupp/as/404.htm>

To do your Invention Analysis for Essay #4, copy the text for the invention exercise below and paste it into a word processing document. Work the invention exercise and save it to your computer. Then copy and paste the text from the exercise into a message post within the E4 Invention discussion forum.

Invention Analysis Exercise for Essay #4

- 1) Describe in general the ad you will focus on.
- 2) State your ESSAY QUESTION (customized for this ad)
- 3) State your provisional THESIS (your answer to the essay question)
**see pg. 2 on guidance for essay question and thesis
- 4) Search for as many propaganda techniques as you can find in the ad. Go into detail about what is happening in the ad with the setting, characters, action and text and even composition of the ad that all contribute to the expression of this technique. Have a separate section for each technique.

Technique #1--
Technique #2--
Technique #3—
Technique #4—
- 5) As you look at your ad and the propaganda techniques that you think you see in it, which three techniques seem to be stronger or more obvious.
- 6) What sequence do you want to use for your paper as you discuss the three different techniques? Which one should go first? Which is the strongest and should go last? (Think of the Argumentative technique "Focus and Emphasis.")

Post this invention exercise in the E4 Invention discussion forum.

6) Write a Freewriting Draft

Do a **30 minute** "quick draft" freewriting draft on the paper. Sit down and JUST WRITE for 30 minutes on the essay topic. Don't worry about essay form or "performing" the essay. Consider this as a kind of warm-up where you can think aloud on paper to yourself. Don't worry about grammar, incorporating quotations, or even making complete sense. This kind of freewriting draft is also called a "zero draft" by some teachers. Turn this "zero draft" in the Discussion Forum called "E4 FreewriteDraft"

7) Create a Development Outline

Creating your Outline

Copy the outline listed below into a word processing document and fill it out. Do the best you can, knowing that with some paragraphs you may have trouble getting full support. Refer to the [Development Writing Guide](#). When you are done, save it to your computer and then paste the text into the E4Outline as you work on this outline. Discussion Forum:

E4 Outline Exercise

Subject: (What ad?)

Issue: (Essay Question)

Thesis:

PSupport#1: (Ad/Technique #1):

1. Quote #1 that defines/describes propaganda technique
2. Quote #2 that defines/describes propaganda technique
 - 1a. Feature/Aspect #1 of Ad that matches definition/description of propaganda technique
 - 2a. Feature/Aspect #2 of Ad that matches
 - 3a. Feature/Aspect #3 of Ad that matches

PSupport#2: (Ad/Technique #2):

1. Quote #1 that defines/describes propaganda technique
2. Quote #2 that defines/describes propaganda technique
 - 1a. Feature/Aspect #1 of Ad that matches definition/description of propaganda technique
 - 2a. Feature/Aspect #2 of Ad that matches
 - 3a. Feature/Aspect #3 of Ad that matches

PSupport#3: (Ad/Technique #3):

1. Quote #1 that defines/describes propaganda technique
2. Quote #2 that defines/describes propaganda technique
 - 1a. Feature/Aspect #1 of Ad that matches definition/description of propaganda technique
 - 2a. Feature/Aspect #2 of Ad that matches
 - 3a. Feature/Aspect #3 of Ad that matches

Conclusion: (analysis/conclusions)

Note: The Body paragraphs are developed in a sort of matching format. First you provide the definition or description of the propaganda technique by presenting quotes from the article. Then you show how the particular ad fits or matches those definitions/descriptions.

Use this [hints for developing support for an argument/persuasion essay](#). It may be helpful (particularly as you search for secondary support).

[See this example outline](#)

8) WK 7 Grammar Review Exercise

—Using Quotation Marks and Commonly Confused Words

Note: I have combined GRE WK 7 and 8 from the earlier guide I provided for you.

A) Learning About Using Quotations for Support and Evidence

Look over these guides for using quotes carefully:

[Guidelines for Using Quotes](#)--this is the one you want to study!

[The Sandwich Principle for Using Quotes](#)

You can also look at SFH chpt. 38 and chpt. 47b-d, pp. 628-634.

Do the following exercise inside Exercise Central:

--689. Punctuating direct quotations

B) Commonly Confused Words

Read through the “Notorious Confusables (part I and II) at

<http://grammar.ccc.commnet.edu/grammar/notorious.htm> and

<http://grammar.ccc.commnet.edu/grammar/notorious2.htm>

There are A LOT of confusable words, so feel free to skim and explore ones that strike you in particular. You mouse of the word to get a definition of it.

Do the following exercises inside Exercise Central:

--70: Spelling: Confused words

--451: Commonly confused words

--452: Commonly confused words

--380. Homonyms

Go to Exercise Central 3.0's Comprehensive Study Plan page:

<http://bcs.bedfordstmartins.com/exercisecentral/Exercises/QuizHome/8>

9) Write up a complete first draft using quotes --E4 Draft #1

Using your outline (such as it is) as a guide, write out your first full draft. Be sure to follow the "Sandwich Principle for Using Quotes" as you incorporate your quotes from the text or as you may quote from the ad. Don't worry about grammar at this point--focus on form and content.

Include elements of MLA Documentation

a) After each quote, put the author's last name and page number where you got the quote. Formatted exactly as shown below.

The effects of Name Calling are many: "By using such names, propagandists try to arouse feelings of mistrust, fear, and hate in their audiences" (McClintock 664).
or if you put the author's name in the setup sentence, you just need the page number in parenthesis

As McClintock notes, the effects of Name Calling are many: "By using such names, propagandists try to arouse feelings of mistrust, fear, and hate in their audiences" (664).

b) At the end of your paper, on a new page and centered, type: Works Cited

Then include this reference below.

McClintock, Ann. "Propaganda Techniques in Today's Advertising." *College Writing Skills with Readings*. John Langan. 6th ed. Boston: McGraw-Hill, 2005. 663-667.

Format it exactly as written.

Post this Draft into the "E4 Draft I" Forum.

See these examples

[Example Essay #4 with comments](#)

[Example Essay #4 a paragraph](#)

10) Peer Response on Drafts and E4-I

Directions for doing your Peer Responses

As we have done before, please do three peer responses. The fourth counts as extra-credit. Please copy and paste the response questions into each peer response.

E4-I Peer Response Questions

1. SAY BACK what you hear is their thesis.
2. Each BODY paragraph calls on the author to pull quotes from our McClintock essay to define what the particular propaganda technique is and does--POINT to the paragraph that does this defining the best. What is working for you?
3. POINT to the paragraph that you think is strongest in connecting specific evidence from the ad with the definition of the propaganda technique. What are they doing that is working?
4. POINT to the paragraph that is less strong in its support--what more is needed in this paragraph
5. What GAPS do you notice in the paper? What MORE does it need?

11) Revising Your Paper and Turning it in

Essay #4 Objectives:

1. Write an Argument/Persuasion Essay that: a) uses quotes and evidence and b) puts the strongest REASON/SUPPORT last.
2. Write an essay that uses Topic/Transition/Linking sentences and transitions to promote better coherence in the essay
3. Write an essay with full "development"--three supports for each assertion. At least three PRIMARY SUPPORTS--each PRIMARY SUPPORT backed up by THREE SECONDARY SUPPORTS with DETAILS (quotes and an evidence from ad).
4. Write an essay that has "essay form"--it has a clear introduction, body, and conclusion.
5. Write an introduction that moves from general to specific; it includes moves from SUBJECT to QUESTION/TOPIC to ANSWER/THESIS. The thesis statement appears in the last sentence of the introduction.
6. The BODY of the essay develops only one main support per body paragraph (it divides up the proof)
7. Write an essay that avoids problems in punctuation, run-ons, fragments, and agreement issue.

[Example Essay #1](#) (good example)

[Example Essay #2](#) (less good but ok example)

Another Example: <http://www.lirvin.net/WGGuides/0301Essays/E5eg1.html>

See [the Grading Rubric](#) I will use to evaluate your Essay #4

Revise your paper focusing on Content and Form first

Revise your essay first by adjusting and improving its content. Look first at the ideas in your paper and its organization. Review the peer responses you received to give you more perspective. Use the Checklist for Revision below in particular for features of essay form, organization, development, and coherence.

You may find it helpful to pull out your outline or even make a new one at this point. Make any adjustments you need to the content of your essay before you worry about the grammar.

Checklist for Content Revision

- Does the Introduction move from SUBJECT to ISSUE to POSITION/THESIS
- Is the Body of the essay Organized so that each Body paragraph develops one Primary Support?
- Does each Body paragraph use adequate Secondary Support in the form of two quotes and three bits of evidence from the ad?
- Does each Body paragraph start with a clear Topic/Transition/Linking Sentence
- Are transitions used within the Body paragraphs to help signal the movement between Secondary Supports
- Does the essay put its strongest Reason last?

Editing/ Proofreading

Don't even begin worrying about grammatical correctness until you have your content in good shape. Once you are ready and you have revised your paper for content and organization, you are ready to edit your paper.

Editing Activity: Creating a "Sentence Editing" draft of your paper

To edit your paper and help you find any grammatical errors in your essay, I want you to try a neat editing trick. Part of fixing "errors" is being able to SEE them. Hopefully, from the grammatical reviews we have been doing, you are a bit better at recognizing some problems in your writing. This editing activity will help make grammatical errors more apparent:

Follow the directions [on this Writing Guide for creating a "Sentence Editing" draft](#) of your essay. This activity gets you to put each sentence on a separate line so that it is easier to examine the sentence and spot errors (particularly run-ons and fragments).

After you edit the sentence editing draft version of your paper, then transfer the edits to your final draft. Edit whatever else needs to be done and you are ready to turn it in (after you put it in MLA Manuscript format and Documentation Style).

12) Turning in your essay

When you feel that your Essay #4 is ready to submit, please first put it into MLA Manuscript Format. [View this website from the Purdue OWL](#) with an explanation of what that means as well as page 700 in the SFH.

Your paper needs to be double-spaced, with 1" margins, using 12 point font. You also need a heading in the main text of the first page and pagination in the header. See [this youtube video](#) on getting page numbers into your header.

When you have your story in proper MLA Manuscript Format, please submit the final draft to the "Essay #4 Final Draft" assignment. You should upload your file. Once it is uploaded, give a shout! Another one bites the dust.

*****NOTE ON FILE FORMATS:** If you are using Open Office or Microsoft Works, please resave your file first as a Word file or an RTF file formatted document and then upload that resaved file. ***

Files not turned in in MLA Manuscript Format lose -5 points from the grade.