

## Unit III: Arguing Publically

### Argument/SOGC and Annotated Bibliography

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**PROJECT PROPOSAL****Due at Conferences: March 27 & 29****ARGUMENT & SOGC****Rough Draft Due: April 12****Final Draft Due: April 17****ANNOTATED BIBLIOGRAPHY****Rough Draft Due: April 15****Final Draft Due: April 17****THE ARGUMENT**

Now that you have mapped the issue, you will take a position on the issue for a particular audience, based on what you have learned through your research. By now you should have some idea what you want to say, though that position may change as you continue your research and define your audience. Consider what you have read: what position do you want to take on this particular issue? Your position must be arguable, which means someone must be able to argue against your stance.

To compose your argument, you must determine your **audience**. Ask yourself: who is listening, i.e. which audiences do you have access to? And who needs to hear, i.e. who needs to be moved to action on this issue? You will want to be as specific and realistic as possible. Think about the stakeholders, and narrow in on a particular group who is already (or should be) invested in the issue. Once you have determined your audience, then you need to determine your **format/genre**: how will you reach the audience you have identified? The argument itself may take many forms, depending on your audience. You could do an op ed for a newspaper, a TED talk, an infographic, a brochure or flyer, a proposal/letter to someone in power, or some sort of ethnography/narrative. There must be a significant textual component to your argument (for example, merely crafting an Instagram post will not work for this assignment, though you can do an Instagram post that leads to a blog post or other online argument). Consider your abilities and your interests; how might you use skills you already have to create an argument that is persuasive to your particular audience? Finally, you will connect your audience and format with your **claim**. What stance will you take on this issue, and how can you connect that stance/claim/thesis to your audience?

Remember: your argument must be:

**VALID:** Your claims must rely on evidence to be valid, which means it must draw on 7-10 reputable sources. At least one must be scholarly, and one must be published in the past year. You may conduct primary research (interviews, surveys, etc.) as long as they help your argument. All of your sources **MUST** be annotated, and all of the sources on your annotated bibliography must be part of your project in some way.

**PRODUCTIVE:** Your argument must ask your audience to do something. This productivity could manifest in your audience changing their minds, voting differently, or taking some sort of other action. You are no longer simply stating facts that others have found; with this argument, you are advocating for some sort of change from your audience, and this change must be something they can actually accomplish.

**ETHICAL:** Your argument must avoid fallacies (logical or otherwise) and use sources well and effectively. You must work to not manipulate your audience, but rather persuade in ways both compelling and compassionate. You also must consider counterarguments and the other sides of the issue. Consider how you will incorporate, acknowledge, and challenge these alternative viewpoints.

Your argument might take a variety of forms, but regardless of its form, the argument must use 7-10 sources, have a clear argument for a specific audience, consider counterarguments, and be explained by an SOGC.

**THE SOGC**

Along with your argument, you will write a **Statement of Goals and Choices (SOGC)** to describe the goals and choices of your project. You will explore how, why, and under what conditions you made your rhetorical, technological, and methodological choices. While there is no minimum/maximum word count for this document, it will likely be somewhere around 700-1,000 words. Answer the following questions (next page):

**GOALS:** What, specifically, are you trying to accomplish through your argument—above and beyond satisfying the basic requirements outlined in the task description? In other words, what work does, or might, this piece do? Who does this work speak to (audience) and why? What is this work arguing?

**CHOICES:** What specific rhetorical, material, methodological, and technological choices did you make in service of accomplishing the goal(s) articulated above? Why did you select the form that you did? How did you make sure your argument was valid, productive, and ethical, according to your goals? Catalog, as well, choices that you might not have consciously made, those that were made for you when you opted to work with certain genres, materials, and technologies.

**PROCESS:** Why did you end up pursuing this plan as opposed to others you came up with? How did the various choices listed above allow you to accomplish your goals in ways that other sets or combinations of choices would not have? What successes and failures did you have? Who and what played a role in accomplishing these goals? Detail all the actors, human and non-human, that played a role in helping you to accomplish this task.

### **THE ANNOTATED BIBLIOGRAPHY**

As discussed in Unit 2, you will also complete an annotated bibliography of 7-10 sources. You may include all sources used for your issue map, but you are not required to use the same sources. You also may include (and revise) annotations you submitted to me as drafts for feedback, but again, you are not required to do so. Perhaps your argument has shifted since the previous unit; maybe your sources not longer are helpful. In that case, find new sources!

Make sure to answer all of the questions on the Annotation Assignment Sheet handout and stay close to the 250-word limit. I highly suggest you revisit my feedback on your annotation drafts (both end comments and line comments) before you write too many other annotations to make sure you are including all of the required information.

As a reminder:

- Your final annotated bibliography should be formatted in MLA style, which means organized alphabetically by author's last name and double-spaced. Use the OWL at Purdue for help formatting, and check the work of any citation engine.
- You need to annotate all sources, including interviews and surveys. The annotation might be a bit different, but the idea is the same: demonstrate that you understood what your source was saying and discuss how you might use the information in your argument.
- All annotations on your annotated bibliography must be cited in/relate to your unit 3 argument. All sources used for your unit 3 argument must be included in your annotated bibliography.
- However, not all annotations that you turn in for feedback must be on your annotated bibliography. Essentially, if you realize that a source is not as helpful as you had realized in unit 2, then you don't have to use it in unit 3. You do need a total of 7-10 sources, however, and all must be annotated.

### **THE PROJECT PORTFOLIO**

In a two-pocket folder, include: 1) final draft of your SOGC, 2) final argument (in whatever form), 3) final annotated bibliography of all 7-10 sources in MLA format, 4) workshop draft of your SOGC, 5) workshop draft of your issue map (if applicable), 6) workshop draft of your annotated bibliography, and 7) any peer review sheets.

### **THE EXTRA CREDIT**

If you can, before the end of the semester, demonstrate that you actually reached your audience with your argument, circulating it in some way, you can receive 5 extra credit points on this project. Someone from the community will need to verify you did indeed circulate your argument, and you need to write a 250-500 word explanation of what you did and response you received. This is due by the last day of class.