

Essay Type	Essay 7: 600 words, 4 paragraphs, hand-written, 75 minutes.	
weight. length	10% of final grade -- 600 words	Persuading How to Get What We Want
due	in class - May 11, 2010	
grading, Core objectives	Use "Criteria Sheet" adapted from the Department of Language and Literature, also available on my website. Core objectives are in the class packet.	
format	Please use "Format: Essays 1-7" from packet, also available on my website.	
source(s)	Bombs Bursting In Air (215); Propaganda Techniques in Today's Advertising (245); Psst! "Human Capital" (272)	
documentation	"MLA" in Handbook 93-133 or "Documentation" in Longman 620-633.	
writing task	In this essay, you will persuade your position on an elemental problem: "How can I get what I want?" In your introductory paragraph, present examples of needs and wants that can be difficult to attain, and bridge to your arguable thesis. Choose two of the readings. In each body paragraph, use an author's position and evidence first to refute your thesis (CONs) and then to support it (PROs); conclude with your evaluation of the author's thesis. In the concluding paragraph, reiterate your thesis and explain why your approach is most likely to succeed. Let your metaphor echo your opinion. [Point-by-Point = CONs and PROs in each paragraph]	
rhetorical situation: persona, audience, purpose, topic, tone	Your persona is yourself: a thinking, feeling essayist. Your audience is your children, friends, or colleagues. Your topic, and subtitle, is "Achieving Success." The tone is informal: you may be conversational, and you may use first person in the conclusion.	
relationship to prior assignments	Former essays presented existing problems. This one proposes an eternal concern. Even so, its development should be grounded in evidence from the readings. Plan the contents and arrangement in a point-by-point outline: each body paragraph will contain both CON and PRO arguments, suggesting the persuasiveness of the PRO position.	
reminders	Use your preplanning skills to arrive at a carefully crafted, uniquely considered approach to your topic. You will be revealing something within yourself that will cause your reader to discover something new about you and possibly about him/herself.	
warnings (alerts) and options	You should bring the pre-written Works Cited page and the Response Page: I will read them, and the outline, while you write. You have the tools you need to write an effective, correct, and interesting essay!	
collaboration	As always, collaboration with a classmate during the writing process reaps benefits.	
"Core" focus	(1,5) Students will be able to eliminate stereotyping and gender bias from all written communication. (III,6) Students will be able to reason from what they know to form new knowledge, draw conclusions, solve problems, explain, decide, and/or predict. (Inductive and/or Deductive Reasoning Skills)	