Essay 1: Analyzing an Argument

Rough draft due: Wednesday, September 28
Final portfolio due: Friday, October 7

"Public Thinking" is a chapter from Clive Thompson's recent book *Smarter Than You Think: How Technology Is Changing Our Minds for the Better*. While some have suggested that social media is causing a decline in literacy, Thompson claims that social media is improving the way we write, think, argue, and share ideas. In this essay you will analyze and evaluate Thompson's argument. Your paper should do the following:

1. Introduce the author and the text. Describe the rhetorical situation for the piece (purpose, audience, exigence, etc.)
2. Describe Thompson's project and argument, and his most important or interesting claims. Explain how these claims relate to the overall argument.
3. Analyze and evaluate the evidence he uses to support his claims and the strategies he employs. Evaluate to what extent these methods are likely to convince his audience.
4. Consider the way Thompson organizes his text and determine its overall effectiveness.
5. Conclude by exploring the overall effectiveness of the text and the significance of your analysis.
6. Use an effective structure that carefully guides the reader from one idea to the next. Your paper should be thoroughly edited so that sentences are readable and appropriate for an academic audience.

Requirements:
- MLA format. This requires: Times New Roman size 12 font, double spacing, 1 inch margins, appropriate heading and page numbers, Works cited page (use CR pg. 23 for more help with this)
- 5-6 pages (not including Works Cited page)
- Printed and stapled

Points breakdown:
- Outline=20 points
- Peer-reviewed rough draft with worksheets=30 points
- Final draft=150 points