

## Essay One: Analysis of an Argument in Context

### Learning Outcome #1:

Discern elements of context embedded in arguments—the clues that show what the argument is responding to, both in the sense of what has come before it and that it is written for an audience in a particular time and place; examine a writer’s language in relation to audience, context, and community

### Prompt:

In “The Likely Cause of Addiction Has Been Discovered, and It Is Not What You Think,” Johann Hari contextualizes and proposes new and interesting theories about addiction. Your essay will be expected to identify the article, author, main claim and target evidence. Next, identify the supporting evidence and describe Hari’s chosen methods of persuasion, discussing the rhetorical appeals and strategies used in persuading the audience to accept his main claim. Most importantly, you will be evaluating the effectiveness of the argument in the particular context.

Really, your essay will decide with the argument is effective and persuasive for the intended audience. To do this, your essay will accomplish the following tasks:

1. Introduce the author, article, and rhetorical context (purpose, audience, argument).
2. Have a thesis statement (is Hari’s argument persuasive and why or why not?).
3. Discuss and contextualize the rhetorical situation.
  - a. Pay special attention to Hari’s intended audience (hint: it is specific) and in which context is Hari’s argument engaging.
4. Identify Hari’s main claims
5. Describe and analyze Hari’s chosen methods of persuasion, specifically which appeals and strategies does Hari employ with his evidence.
6. Evaluate the effectiveness of Hari’s rhetorical choices.
7. Synthesize your argument: comment on the significance of your analysis of Hari’s argument.
8. An effective and coherent structure, thoughtfully guiding the reader from idea to the next

### Expectations: MLA Format

1. 5-6 pages, Printed and Stapled
2. 12-point Times New Roman Font
3. Double Spaced
4. MLA Works Cited Page
5. Use specific quotes and lines of evidence. When doing so, be sure to give credit where credit is due, following MLA in-text citation formatting. *Example: In his article, Wells argues, “\_\_\_\_\_” (5).*

### KEY DATES:

1. Thurs. 2/2: Thesis Paragraph due (Rough)
2. Tues. 2/7: Complete Rough Draft of Essay due (Bring 3 copies)
3. Thurs. 2/16: Essay 1 Final Draft Due

First day of Hari: Thursday 1/26

1. Roll, Crashers, housekeeping, etc.
2. Lecture on context of Hari article, i.e. context, where it was published, in relation to his book, etc.
3. Distribute Prompt for Essay 1
  - a. Deconstruct prompt exercise
4. Break students into groups of three or four
  - a. Assign one question to each group
    - i. Identify main claim and subclaims
    - ii. Types of evidence used by Hari
    - iii. What assumptions does Hari make?
    - iv. What is the purpose of Hari's article?
    - v. In what ways does Hari establish ethos with his audience? Identify and describe the effectiveness of this strategy.
    - vi. Identify places where Hari relies upon pathos to persuade his audience? Is this effective? Why?
    - vii. What are the effect of this article being published on the Huffington Post? What does this say about his audience?
5. Further discuss Project and Strategies aspects of PACES using advertising and youtube videos.
6. Assign Small Writing Assignment.

#### UNIT 1 Schedule

Intro & 1	2	T, 1/24 Th, 1/26	Rhetoric Recap: PACES, Appeals, Persuasion's Art Begin Unit 1: Review Essay 1 prompt; Discuss Hari. Small Writing Assignment (SWA) prompt distributed and posted on BB. <b>Due: Hari Reading</b>
1	3	T, 1/31 Th, 2/2	Continue Hari discussion; <b>Surprise Quiz!</b> Rhetorical strategies and connections <b>Due: SWA.</b> Crafting an Essay; MLA formatting; Outline Workshop <b>SWA distributed. Due: Thesis Paragraph</b>
1	4	T, 2/7 Th, 2/9	Essay 1 Peer-review workshop. <b>Due: 3 copies of full first draft. Due: SWA.</b> Essay 1 Peer-review workshop cont'd. Extra Credit activities.
1 & 2	5	T, 2/14 Th, 2/16	<b>NO CLASS.</b> Conferencing Begin Unit 2. Essay 2 Prompt distributed. Demagoguery, Non-partisan critique, Fallacies. <b>Due: Essay 1 Final Draft.</b> SWA Distributed.