

Major Writing Assignment #2: Arguing From Sources: Advertising and Persuasion Argument

Assignment Description: You will conduct an academic inquiry into the marketing and advertising of a brand or product aimed at you as a consumer. The unit is made up of multiple writing and research projects that will lead you from an exploration of your personal interest in a topic, to a discovery of sources that reflect multiple points of view on your topic, to an assertion of a position in the context of the larger conversation represented by those multiple points of view. First you will gather primary and secondary information about the brand or product, describe, analyze, and evaluate that information in an annotated bibliography. You will then synthesize your information, grouping it so that it logically leads to an arguable point of question that you will then pursue in your consumer culture argumentative paper.

Writing Assignments and Descriptions:

- **Annotated Bibliography:** This is a list of your sources in MLA format and includes an annotation for each source which consists of both a summary of the source and an evaluation of the text for its usefulness in relationship to your project. (10 -12 sources, at least four primary, at least four secondary; at least three of the secondary sources must be scholarly.)
- **Literature Review:** The literature review is a synthesis of your sources gathered from your annotated bibliography which groups these sources in usable ways. The literature review is a place to think about making your sources “converse” with each other. That is, just as a conversation follows a certain thread or line of thought, so too, do the ways you put together your sources. Your literature review should represent the stasis or arguable point that your argumentative paper will demonstrate (6 full - 8 pages, using at least 9 -10 sources)
- **Argumentative Paper:** Based on the research you have done over the course of this unit, write an argumentative paper, which offers a position on a controversial aspect of the topic. The research over the course of the unit will provide the context, supporting evidence for your position, and explanation of the opposing view. (10 full to 12 pages plus works cited page; 8 -10 sources: at least three primary sources, at least four secondary sources, three of the four should be scholarly)
- **Presentation of Argumentative Paper:** Based on your argumentative paper, you will deliver an 8 -10 minute presentation in which your goal is to convince your audience of your thesis by using supporting evidence. You are required to use a visual.

Paper Formatting:

- MLA documentation style: 12 pt, Times New Roman font, 1” margins, typed, double-spaced, stapled, numbered pages, name as a header.