

# ENG 1510

## Writing & Rhetoric I



## Writing Project 3 (WP3): What is Engagement?

### Summary

For this assignment, you will be asked to form a group and find a local problem. You will present a solution (in an appropriate format) to an audience who can take action.

### Basic Requirements

Final drafts will include two parts: your presentation of the solution (which will have an agreed-upon format and length depending on the situation) and a **1000 word** explanation.

### Due Dates

- **Group Plans** for WP3 are due on **Thursday, November 12<sup>th</sup>**
- **Revised Group Plans** for WP3 (including explanation) are due on **Tuesday, November 24<sup>th</sup>**
- **Final drafts** (including presentation and explanation) of WP1 are due on **Thursday, December 3<sup>rd</sup>**

## Learning Objectives

The purpose of WP3 is to build on learning in the following areas:

- Identifying and writing to a real world audience.
- Persuading a specific audience effectively.
- Proposing a reasonable and actionable solution to a real world problem.
- Working effectively in a group.
- Presenting rationales for rhetorical choices.
- Exploring and determining the effectiveness of available means of persuasion.

## Group Plan Basics

WP3 is a bit different than the first two assignments. Before beginning work, you will propose a problem, an audience, and a plan of action in a group plan. Then you will meet with me to discuss it. During your “planning group conference,” your group will:

- Present to me a **local** and **actionable** problem that you think can be solved.
- Present a possible solution to this problem. The solution must be reasonable, cost-effective, and manageable. If the solution will cost money, you must determine where this money will come from.
- Determine an audience to present your solution to. The audience must be able to take the action you are proposing and be willing to listen to your proposal. You should contact your audience **before your conference** to confirm that he, she, or they are willing to hear your proposal and would be able to act.

Propose how you will present the solution to your audience. Consider various methods and determine what will be most effective. Possible presentations are: a letter, a report, a video, a slide show, an in-person presentation, or a website. Other options will be considered if they are reasonable for the audience.

- Present a detailed plan for who will be responsible for what and when it will be completed by. This plan should be **in writing** and shared with me via Google Drive.

## Group Plan Revisions and Update

Your group plan is likely to change over the course of the assignment. All amendments must be agreed upon by all group members and must be approved by me. You will meet with me a second time to discuss revisions and update me on your progress. At the “progress report group conference,” your group will:

- Present any changes made to the original plan.
- Present what each member of the group has completed. All tasks agreed to be completed by the conference date should be done.
- Show me a “draft” of your presentation. While I realize it will not be completed, I want to see what has been done so far.
- Present a written time line for completion by December 3.
- Provide the date and methods by which you will present your solution to your audience. This should be specific. If an appointment needs to be made, it should be scheduled by this date.
- Present a completed (1000 word) explanation of your project. The explanation should include what the problem is, what your solution is, why the solution is reasonable, who you will be presenting it to, why that audience is reasonable, and how your presentation will appeal to your specific audience. Be specific!
- Submit your explanation in Google Drive and share it with me. Your file should be named with your names, your class (including days and time), and the assignment (i.e. Malcolm Reynolds, Jayne Cobb, & River Tam ENG 1510 The Tam WP3).

## Final Draft Grading Criteria

Final drafts for WP3 will be graded on a scale from A to F, but unlike WP1 and WP2, grades are divided into three sections: Explanation (30%), Presentation (50%), and Preparation (20%).

Your **explanation** will be graded on the following criteria:

- **Selection of problem:** The problem is both local and actionable. It is manageable for this assignment
- **Selection of audience:** The audience is appropriate for the problem. Your group has clearly explained why this audience can act on your problem.
- **Rationale for choices:** Your group presents a clear rationale for the method of delivering the presentation and for the choices made to influence the audience.

Your **presentation** will be graded on the following criteria:

- **Method of delivery:** The method of delivery is reasonable for the audience.
- **Research:** Research is used to support your points. This may come in the form of logic, observation, documentation, or secondary research from outside sources.
- **Appeal to audience:** The presentation appeals to the audience you have selected.
- **Methods of persuasion:** The presentation uses methods of persuasion that are effective for the audience you have selected.
- **Class presentation:** The presentation to the class is well prepared and includes an explanation of why your group has made specific choices.

## Final Draft Grading Criteria (Continued)

Your **preparation** will be graded *individually* and will be based on the following:

- **Completion:** You have completed your agreed-upon tasks to the best of your ability.
- **Deadlines:** You have met all agreed-upon deadlines for the completion of tasks.
- **Group grade:** Your group members have rated your outside-of-class work favorably.

### Grading

- A: Your group meets or exceeds expectations for all 11 criteria. You may have minor problems in a single criterion.
- B: Your group has minor problems for more than 1 criterion. Your group has no major problems for any criteria.
- C: Your group has a major problem for at least 1 criterion or minor problems for more than half of the criteria.
- D: Your group has major problems for more than 3 criteria and does not meet the basic expectations for the assignment.
- F: Your group has major problems for more than half of the criteria and falls well below the basic expectations for the assignment.

**Note:** Failure to complete your part of the assignment or inadequate completion of your part of the assignment will result in a lower individual grade.

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