

# ENGL 103

## Rhetoric & Composition I



Northern Illinois  
University

### WP3: Persuasive Essay



In WP3, you'll use what you've learned about writing, rhetoric, and available means from WP1 and WP2 to attempt to influence a real audience. For this project, you'll choose a local issue in your home or university community, and you'll attempt to find a real audience you can influence to make the change you're proposing. While not required, you're encouraged to actually give your essay to the audience you hope to influence directly or through social media.

### Learning Objectives

By the end of this writing project, you will be able to:

- Identify specific problems that can be solved through writing.
- Attempt to solve above problems by influencing real people.
- Meet the rhetorical situation necessary to influence your audience.
- Mindfully make rhetorical choices within that rhetorical situation.
- Expand on ways in which writing relates to knowledge and power.
- Further build on strategies for planning and revising writing.

### Requirements

Length and Content	All drafts should be <i>roughly</i> 1500 words of content. Multimedia content is encouraged, including non-traditional forms. Multimedia forms should include roughly the same content found in a 1500-word essay.
Reflection	A short supplemental reflection should be included with both drafts. This should include identification of your specific audience and how you're trying to influence them in your essay. The reflection may count toward the word-count requirement.
Submission	Please name your files using the following convention: course.sect_your initials_assignment_draft. For example, a student in ENGL 103 section 08 named Malcom A. Reynolds working on WP1 completion draft would name their file: 103.08_mar_wp1_1
Naming Documents	Please include your name, the class, and the assignment in the name of all files submitted. For example, you might name this assignment "Malcolm Reynolds ENGL 103 WP3 Completion Draft."
Due Dates	<ul style="list-style-type: none"><li>• Completion drafts of WP2 are due on <b>Wednesday, November 16</b></li><li>• Revision drafts of WP2 are due on <b>Monday, November 21</b></li></ul>

## Completion Drafts

Completion drafts are graded on simply completing the assignment and demonstrating a basic understanding of the requirements. Please note, grades on the completion draft are not an indication of how well you'll do on the revision draft. To get full credit on the completion draft, you must do the following:

Choose a local issue	You have chosen an issue directly related to your home or campus life. The issue is actionable, and you have provided a solution for the issue.
Influence your audience	You have attempted to influence your audience using rhetorical appeals, including (but not limited to) using personal stories, using data you've collected yourself, or using data collected by others.
Reflection	You have provided a reflection that clearly identifies your specific audience, maps out the ways that you are attempting to influence them in your essay, and explains the genre you have chosen.
Content	The draft includes appropriate support to make your points. It's <i>roughly</i> in the neighborhood of 1500 words (combined essay and reflection).

## Revision Drafts

Revision drafts are graded on the criteria below. Each criterion can be evaluated as "exceptional," "met," or "not met." A revision draft that falls all into the "exceptional" column will receive an A, one that falls primarily within the "met" column will receive a C, and one that falls even partially into the "not met" column will fail. With permission from me, you can revise revision drafts after grading.

## Grading Criteria

	Exceptional	Met	Not Met
1. Choosing a local issue	Your issue has a direct and immediate influence on your life on campus or at home.	Your issue relates to your life on campus or at home.	The issue chosen is not directly related to the writer's home or campus life.
2. Identifying your audience	You have identified a specific audience who can take action on your issue and identified a specific means to reach them.	You have identified an audience who can take action on your issue.	The audience has not been identified, is too vague, and/or cannot take action on your issue.

## Grading Criteria

	Exceptional	Met	Not Met
3. Providing a solution	You have provided a practical and actionable solution and given your audience steps to accomplish it.	You have provided a practical solution that your audience is able to do.	No solution is provided, the solution is impractical, or the audience is not able to do it.
4. Providing evidence	You have provided clear and detailed evidence that will likely influence your audience to act.	You have provided evidence to support that your solution is appropriate.	Evidence is not provided or does not support the solution.
5. Influencing your audience	Your rhetorical choices clearly align to appeal to the audience you have identified.	Your rhetorical choices have been made to appeal to your audience.	Rhetorical choices do not appear to appeal to your audience.
6. Explaining how your audience was influenced	You have clearly articulated how your rhetorical choices appeal to your audience in your reflection. Specific examples are given.	How your rhetorical choices appeal to your audience is explained in your reflection.	Rhetorical choices are not explained in the reflection or do not align with your audience.
7. Explaining your choice of genre	You have explained how the genre of your essay appeals to your specific audience.	You have explained why the genre of your essay was chosen.	Genre is not explained in your reflection, or the explanation is unclear.
8. Explaining role of power in your choices	You have clearly explained how power has shaped the ways that you have appealed to your audience or asked them to act.	You have explained how power influences your rhetorical choices.	Power has not been explained or does not connect to r

## Grading Criteria

	Exceptional	Met	Not Met
9. Responding to Feedback	You have revised substantially and/or thoughtfully based on both your peers' and instructor's feedback.	You have revised your project based on both peer and instructor feedback.	No revisions have been made or only minor changes have been made that do not adequately respond to feedback.
10. Meeting Requirements	You meet or exceed all of the requirements for this assignment.	You meet all of the requirements for this assignment.	One or more of the requirements has not been met.
11. BONUS: Sending Your Essay	You have sent your essay directly to your audience or attempted to reach them through social media.	--	--