

Final Essay #3 Information... Important!

Dear students,

I need to make sure that you all understand the prompt for Essay #3, which is worth the most points of any formal essay in this class, and thus is of utmost importance to your grade.

A student emailed me because she interpreted from the assignment prompt that this essay is a straightforward research paper that is not an argument.

This is not the case.

For Essay #3, there is definitely a major element of persuasion, thus the title of the assignment, "Research and Persuasion."

So, there does still need to be an **argument**, even if you choose option #1.

Here is the rubric for an A:

"A = Excellent. The essay provides information and perspectives that will get and hold readers' attention and respect. The targeted audience will be persuaded to engage in a specific activity or will seriously consider adopting the opinion presented by the writer. Counterarguments are successfully refuted or dealt with. The essay is organized. The language may be notable for its distinctive (but appropriate) style, and there is interesting sentence variation. Distracting mechanical errors are at a minimum. The paper meets or exceeds the page requirement, follows APA style exactly, and includes **at least five** credible outside sources."

Notice that the targeted audience will be persuaded to engage in the activity, and counterarguments will be considered.

So, this essay is a culmination of everything you've learned in this class, rhetorically. **You need to appeal to ethos, pathos, and logos, and you need to avoid fallacies.** This is major.

For example, for your topic, you could argue that Psychology majors **SHOULD** pursue some particular career path after they graduate with a Bachelor's degree, that one career path is better than another, or that more education is necessary, etc., in order to make a good living, earn a decent salary, or some other more intrinsic goal such as helping others, etc.

The point though is that the language needs to focus on the idea of "This particular group **SHOULD/NEEDS TO** do this **BECAUSE**..." Then you explain your reasoning.

Your opposing viewpoint would say, "No, they should consider these other options because..."

And then you counter with, "Well, that's all good and well, but the fact of the matter is that this other group is not considering A, B, and C, so their argument is incomplete/irrelevant because..."

Do you see?

It's still an argument.

Let me know if you have any questions about this since it is so important to your grade--this paper shows me that you can demonstrate all the learning goals of this class (rhetorical appeals and logical structure, essay organization, polished language and grammatical mechanics, and proper APA format).

Good luck, and I'm looking forward to reading the fruits of all your hard work!

All best,
Mrs. G