

# Chapter 8: Writing beyond the English Classroom

## Project Assignment

### Project Goal

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In Chapter 8, you have studied a variety of writing and argumentation formats. The first goal of this project is for you to analyze an oral argument to determine its effectiveness. The second goal is for you to relate the content of the oral argument to another discipline-specific format. You will also relate the oral presentation to visual argumentation.

### Directions

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#### Part 1

Watch the TED Talk “The New American Dream,” given by Courtney Martin and linked in the “Project Materials” section. While watching this video, fill out the “Oral Argument Chart” also provided under “Project Materials.” Include specific references to the speech by using time cues, such as (04:33). Refer to Lesson 8.3 for help with the analysis.

#### Part 2

Review the varying forms of writing across the disciplines in Lesson 8.1. Consider if Martin’s argument in “The New American Dream” could be revised/adapted to fit any academic writing genres, such as journal articles or research papers. To do this, complete the “Writing across the Disciplines Chart” under the “Project Materials” section. Column 1 provides types of academic writing. In Column 2, state whether that format would be exemplary, adequate, or deficient for the TED Talk content. In Column 3, provide a brief explanation of your Column 2 answer.

#### Part 3

Using the internet, find an example of a visual or digital argument with a similar premise to the oral content in “The New American Dream.” Write a short paragraph comparing and contrasting the TED Talk with the example you found. How are they similar? What are their differences?

#### Part 4

Last, write about your experiences with this project. Write a reflection paragraph that includes a topic sentence, supporting details, and a concluding sentence. Use standard academic English rules and respond to the following questions.

- Did you find the oral argument in “The New American Dream” effect or ineffective?
- Was it easy to reimagine this argument as an academic piece of writing?
- Was it easy to find a visual or digital argument with a similar message?
- Of all the forms this message could take, which one do you think would be most effective? Why?

### Project Materials

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TED Talk: “The New American Dream” by Courtney Martin: ([hawkes.biz/NewAmericanDream](http://hawkes.biz/NewAmericanDream))

## Oral Argument Chart

TED Talk: "The New American Dream" by Courtney Martin	
Area of Analysis	Explanation and Reference
Target audience	
Topic/relevance	
Introductory strategy	
Thesis/argument	
Organizational strategy	
Use of visual aids	
Effectiveness of nonverbal signals	

## Writing across the Disciplines Chart

Discipline-Specific Writing Type	Exemplary, Adequate, or Deficient?	Rationale
Research paper		
Process manual		
Position paper		
Lab report		
Annotated bibliography		
Journal article		

## Student Checklist

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### Part 1

Individual

- Review TED Talk linked under "Project Materials."
- Complete "Oral Argument Chart."
  - Include time stamp references for each response.

### Part 2

Individual

- Review types of writing across the disciplines.
- Complete "Writing across the Disciplines Chart."
  - In Column 2, rate whether the TED Talk contents would be an exemplary, adequate, or deficient fit for the academic writing formats listed in Column 1.
  - Include a brief rationale for each rating in Column 3.

**Part 3**

Individual

- Review visual and digital arguments.
- Locate a visual or digital argument with a similar premise as “The New American Dream.”
- Write a paragraph comparing similarities between your example and the original source.
- Revise/proofread work.

**Part 4**

Individual

- Write a reflection paragraph.
  - Include a topic sentence, supporting details, and a concluding sentence.
  - Address the provided reflection questions.
  - Use standard academic English rules.
- Revise/proofread work.

 **Writing Assignment****Writing Assignment Goal**

In Chapter 8, you have studied a variety of unique writing and argumentation forms. The goal of this writing assignment is to show your understanding of visual arguments and writing for social media.

**Directions****Part 1**

You will write a two- to three-page expository essay that analyzes the poster linked under the “Writing Assignment Materials” section. Here are some guidelines and requirements for your essay:

- Use what you’ve learned about expository writing and essay structure to organize your writing.
- The thesis of your essay should make a clear statement about the poster's effectiveness.
- The conclusion should synthesize your ideas.
- The essay should use MLA style.

Provide answers to the following questions, organizing your responses into cohesive, analytic body paragraphs:

- Who is the target audience?
- What is the purpose of the poster?
- Does the visual have a title or caption? How does it enhance/clarify the visual?
- Is there text within the visual? How does it help the viewer understand the purpose?
- Are there characters or symbols in the visual? How do they enhance the message?
- What argument does the visual communicate?
- Is that argument effectively conveyed?

**Part 2**

Imagine you are managing the social media accounts for the “People’s Climate March,” as advertised in the poster you analyzed for Part 1. Now, create a mock social media post for each of the following media platforms:

- Blog post
- Academic discussion board
- Twitter

Record your posts on the "Media Posts Worksheet" in the "Writing Assignment Materials" section. The blog and discussion board posts should be no more than 150 words. The Twitter post should be no more than 280 characters. None of the posts will be live, but imagine they are.

Sample posts for each media type are provided in the "Writing Assignment Materials" section.

### Part 3

Write a paragraph reflecting on the intersection of social media and visual argumentation. Make sure to include a topic sentence, supporting details, and a concluding sentence. Use standard academic English rules and respond to the following questions.

- Is a visual argument effective for you as a viewer? If so, why and how? If not, why?
- Consider the different social media posts you created for this exercise. To which did you find visual argument most easily transferable? Why do you think that was your experience?

## Writing Assignment Materials

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- ([hawkes.biz/ClimateMarchPoster](http://hawkes.biz/ClimateMarchPoster))
- Sample blog post: ([hawkes.biz/SampleBlogPost](http://hawkes.biz/SampleBlogPost))
- Sample academic discussion board post: ([hawkes.biz/SampleDiscussionBoardPost](http://hawkes.biz/SampleDiscussionBoardPost))
- Sample tweet: ([hawkes.biz/SampleTweet](http://hawkes.biz/SampleTweet))

### Media Posts Worksheet

Use the following spaces to write the social media posts required in Part 2.

✓ Blog post:

✓ Academic discussion board post:

✓ Tweet:

## Student Checklist

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### Part 1

#### Individual

- Review the poster linked under "Writing Assignment Materials."
- Write a two- to three-page expository essay.
  - Thesis makes overall statement about the effectiveness of poster.
  - Answer provided reflection questions.
  - Combine answers into cohesive, analytic body paragraphs.
  - Conclusion provides synthesis of ideas presented.
  - Format in MLA.
  - Use standard academic English rules.
- Revise/proofread work.

**Part 2**

## Individual

- Write three different posts as if you manage the social media accounts for the “People’s Climate March,” as advertised in the provided poster.
  - Review sample posts linked under “Writing Assignment Materials.”
  - Write one blog post.
    - No more than 150 words.
  - Write one academic discussion board post.
    - No more than 150 words.
  - Write one tweet.
    - No more than 280 characters.
  - Revise/proofread work.

**Part 3**

## Individual

- Write a reflection paragraph.
  - Include a topic sentence, supporting details, and a concluding sentence.
  - Address the provided reflection questions.
  - Use standard academic English rules.
- Revise/proofread work.