

ENG 123 Assignment 1: Writing Plan Guidelines and Rubric

Overview

The first final project for this course is the creation of a **writing plan**.

"Put the argument into a concrete shape, into an image, some hard phrase, round and solid as a ball, which they can see and handle and carry home with them, and the cause is half won."

—Ralph Waldo Emerson

Persuasion is a constant in each and every one of our lives. No matter where we look, what we read, what we see, or who we interact with, we are inevitably going to encounter some form of persuasion. Advertisements want us to buy things. Newspapers and television want to convince us of what we should feel about events. We are put into positions where we must defend our thoughts and beliefs to others, and the process we apply is typically some form of persuasion.

Persuasive writing is one of the most powerful forms of writing—it has the ability to influence one's thoughts, and also the ability to change one's mind about a particular issue. The persuasive essay is an ideal opportunity to support an opinion on an issue utilizing researched facts and information. This also gives the chance to recognize that there is an opposing viewpoint to a position and to refute the opposing argument, noting that those who hold the opposing viewpoints are the intended audience of the piece.

In this assignment, you will create a writing plan to prepare for writing a persuasive essay that makes an argument about changes or a current issue in your major, in a major you are interested in pursuing, or in your field of work.

The project has **one milestone**, which will scaffold learning and ensure quality final submissions. This milestone will be submitted in **Module Two. The final submission is due in Module Three.**

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Develop stylistically appropriate writing that incorporates strategies for writing to a given audience, subject, and purpose
- Incorporate feedback from peer review for improving the quality and effectiveness of one's own writing
- Write informative introductions, coherent theses, well-developed, organized, and supported body paragraphs, and conclusions that are persuasive and supported by effective research
- Utilize appropriate research for developing a well-informed position through written composition

Prompt

For this essay, you will identify an issue in your current major, in a major you are interested in pursuing, or in your field of work. You will then establish an argument and support that argument with research and relevant evidence.

Specifically, the following critical elements must be addressed:

- I. **Writing Plan:** Use this writing plan as a way to gather your thoughts and determine your strategy for writing your critical analysis essay. This process will allow you to develop a potential structure for effectively communicating and supporting your claim. This plan will be helpful in keeping your thought process on track when you begin writing and revising your essay.
 - A. Describe the **argument** to be addressed in your persuasive essay, include how the argument is derived from your major, the major you are considering pursuing, or your field of work.
 - B. Determine **key points** and rationale that will be helpful in supporting the validity of your argument.
 - C. Identify the **audience** that will be reading your essay. What potential challenges will you have supporting your argument with this demographic?
 - D. Establish a **goal** that you hope to accomplish with this essay. What will this essay need to be successful?
 - E. List potential **resources** that could be used as supporting evidence for your argument, and provide a brief description of each and how they will reinforce your argument.
 - F. Align key points of your argument with **supporting resources** for establishing an effective essay structure.
 - G. Based on your argument, determine strategic places where **integrating evidence** would be most effective, provide rationale for each.
 - H. Describe a **revision** strategy that would be most effective in informing you while writing this essay. Why would this strategy be effective?
 - I. How will this essay benefit from receiving **feedback** from an outside party? How can that feedback be integrated?

Milestones

Assignment 1, Milestone 1: 2-2 Writing Notes

In **Module Two**, you will use a guided prompt to write notes that will help you better understand ways to approach the persuasive essay. When following the guide, remember to use peer and instructor feedback from Module One when discussing your topic. These writing notes will help you address the critical elements from [Section I: Writing Plan](#) above, which will inform your final submission of the persuasive essay. By the end of this activity, you will have completed a writing plan that will be submitted as a single document. **This milestone is graded with the Assignment 1, Milestone 1 Rubric.**

Assignment 1 Submission: Writing Plan

In **Module Three**, you will submit your writing plan in its final form. It should be a complete, polished artifact containing **all** of the critical elements associated with Assignment 1. It should reflect the incorporation of feedback gained throughout the course. **This milestone will be graded using the Assignment 1 Rubric (below).**

Assignment 1 Rubric

Guidelines for Submission: Your writing plan must be 1–2 pages in length. Use double spacing, 12-point Times New Roman font, and one-inch margins. This milestone will be completed through the interactive activity provided in your MindEdge eLearning materials and then submitted through Blackboard.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary	Proficient	Needs Improvement	Not Evident	Value
Writing Plan: Argument		Describes the argument to be addressed through the essay, including how argument is derived from major, major that is being considered, or field of work (100%)	Describes the argument to be addressed through the essay, including how argument is derived from major, major that is being considered, or field of work, but argument contains gaps in detail (55%)	Does not determine an argument to be addressed throughout the essay (0%)	8
Writing Plan: Key Points		Determines key points and rationale that will be helpful in supporting the validity of the argument (100%)	Determines key points and rationale, but key points or rationale are cursory or inaccurate (55%)	Does not determine key points and rationale (0%)	12
Writing Plan: Audience		Identifies audience and determines potential challenges (100%)	Identifies audience but does not determine potential challenges (55%)	Does not identify audience (0%)	8
Writing Plan: Goal		Establishes a goal to be accomplished with the essay (100%)	Establishes a goal for the essay, but goal is not aligned with essay topic (55%)	Does not establish a goal to be accomplished with the essay (0%)	8
Writing Plan: Resources		Lists potential resources for supporting evidence and provides a brief description of each (100%)	Lists potential resources for supporting evidence, but does not provide a brief description of each (55%)	Does not list potential resources (0%)	12
Writing Plan: Supporting Resources		Aligns key points of argument with supporting resources for establishing an effective essay structure (100%)	Aligns key points of argument with supporting resources but contains issues regarding accuracy of alignment (55%)	Does not align key points (0%)	12
Writing Plan: Integrating Evidence		Determines places where integrating evidence would be most effective and provides rationale for each (100%)	Determines places to integrate evidence but has gaps in rationale (55%)	Does not determine places to integrate evidence (0%)	12

Writing Plan: Feedback		Describes how essay can benefit from receiving feedback from an outside party, and how that feedback can be integrated (100%)	Describes how essay can benefit from receiving feedback from an outside party but does not describe how the feedback can be integrated (55%)	Does not describe how essay can benefit from feedback (0%)	12
Writing Plan: Revision		Identifies a revision strategy that would be effective and describes why it would be effective (100%)	Identifies a revision strategy but does not describe why the strategy would be effective (55%)	Does not identify a revision strategy (0%)	12
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format (100%)	Submission has no major errors related to citations, grammar, spelling, syntax, or organization (85%)	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas (55%)	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas (0%)	4
Total					100%