

Essay #2 - Final Draft

Due Apr 20 by 5pm Points 0

Topic: How do products marketed to youth affect them?

Instructions: Choose a product (non-food) that is marketed to youth (any age range between toddler and teen, which may focus on either or both genders) and discuss the effects of that product (and the way it is marketed, if applicable) on the target consumer group. Answer the following questions in your thesis:

- How does the product (and the way it is marketed, if applicable) affect the consumer (in this case, a targeted group of children or adolescents)?
- Propose a way to counteract negative effects or enhance positive effects.

The following must be present in your essay:

- 3-4 pages (**3 full pages minimum**, not including the Works Cited page)
- A clear thesis statement (an argument relevant to the topic which both takes a stand and proposes action)
- Specific examples and concrete evidence to support your claims.
- Proper MLA format
 - 1 inch margins
 - Header with last name and page number
 - Works Cited page with properly formatted resources
 - In-text citations for all information that you, yourself, did not invent.
 - 12 pt. font, standard style (nothing fancy)

The essay should also show awareness of the following:

- **Audience:**
 - Refrain from generalizing your audience and others (we all, you, everyone, always, never)
 - Refrain from referring to yourself except within the introduction *if* you are using a personal anecdote (story) as an example.
 - Please discuss with the instructor beforehand.
 - Consider diverse perspectives and possible counter-arguments
- **Grammar, Syntax, Diction:**
 - Use the resources available to you to ensure your words, word choice, and structure are clear and do not distract your reader from the point you are trying to make.
 - Have your paper proofread more than once by someone who is knowledgeable (i.e., a tutor)
- **Organization:**
 - Use your outline as a checklist
 - Everything in your paper should relate back to your thesis statement. If it does not directly support your thesis, it does not belong in your paper.
- **Introduction & Conclusion:**
 - The introduction is not simply a paragraph to list out the main idea sentences for the paragraphs to follow. This is where you will **engage** your audience, explain to them **what** you are arguing for, and **why** it is important.
 - The conclusion should not be a repeat performance of your Introduction. It should summarize your argument in a few sentences and leave the audience with a lasting impression, either considering the benefits or consequences (not a new idea, something you have already discussed) of following or not following your advice.

Criteria	Ratings					Pts
Audience Awareness and Thesis view longer description	An audience-aware thesis informed by critical thinking 4.0 pts	A clear, if simplistic, thesis directed to an audience 3.0 pts	An unclear, unengaging, or disconnected thesis 2.0 pts	An absent, illogical, or insupportable thesis 1.0 pts		4.0 pts
Support view longer description	Relevant, convincing, and (as needed) cited support for the thesis 4.0 pts	Relevant support for the thesis, sometimes with citations 3.0 pts	Overly general or tangential support 2.0 pts	Illogical or off-topic support 1.0 pts		4.0 pts
Structure and Organization view longer description	Smooth, logical organization, with strong openings and closings 4.0 pts	Clear, effective organization, with introductions and conclusions 3.0 pts	Unclear organization 2.0 pts	Haphazard organization 1.0 pts		4.0 pts
Paragraph Structure view longer description	Developed paragraphs, with transitions 4.0 pts	Distinct paragraphs, usually with transitions 3.0 pts	Undeveloped or disconnected paragraphs 2.0 pts	Incomplete paragraphs 1.0 pts		4.0 pts
Grammatical Control view longer description	Varied sentences, with few grammatical errors 4.0 pts	Complete sentences, with few boundary errors 3.0 pts	Limited control over sentences 2.0 pts	Chaotic or convoluted sentences 1.0 pts		4.0 pts
Academic Conventions view longer description	Attention to style and academic conventions 4.0 pts	Generally appropriate academic conventions 3.0 pts	Problems with academic conventions 2.0 pts	Glaring problems with academic conventions 1.0 pts		4.0 pts

Total Points: 24.0