How do effective communicators write for different audiences? MA2 (aka “The Final Essay”) – PROMPT Assignment Overview: This final essay is the capstone writing assignment of 39A/AP. All the topics and strategies we have covered and all the writing you have produced throughout the quarter has led up to this culminating assignment. This MA2 assignment is designed to be open-ended, cumulative, and specific to your own experience in this course and development as an effective communicator. The central question of this course is, “How do effective communicators write for different audiences?” Throughout the quarter, you have developed your ability to recognize the standards and expectations of genre and context, to think critically about your role as a rhetor, to analyze the audiences with which you communicate, and to manipulate the way you communicate to engage your audience and achieve your purpose in any given situation. Now, in this second Major Assignment, you will formulate a unique answer to the course question and write a persuasive, evidence-based essay that convinces your audience to accept and agree with your answer to the course question. This assignment is standardized across all sections of 39A/AP. The main goals of this assignment include thinking deeply about the course question, demonstrating your understanding of the topics and skills you have practiced, and applying them by writing an effective argumentative essay. Your Task and Purpose: In this final essay, your task is to distill and apply the writing and rhetorical skills and strategies you have developed in Writing 39A to assert and defend your own unique answer to the central question of this course. Your answer to the course question must be an original, insightful argument with a central claim that a reasonable person may disagree with (i.e. your argument must be debatable). You will defend your argument with evidence and analysis, and your goal is to persuade your audience (your Instructor, primarily) that your answer to the course question is accurate, valid, comprehensive, and effective. Your answer to the course question must apply to all genres of writing, all audiences, and all rhetorical situations. That means that your answer is simultaneously broad/general (because it will apply to such a wide range of writing types and situations) and narrow/specific (because your answer will list specific skills, strategies, approaches, or abilities that all effective communicators possess). Being general and specific at the same time is exactly what makes answering the course question and completing this assignment challenging. Your Audience: While your Writing 39A instructor is your primary audience, you are writing for the academic and scholarly community in general. Therefore, your final essay should consider the formality of the academic context, the well-informed nature of your audience, and the importance of establishing your own ethos as a credible writer—all while expressing your own unique voice and style as an effective writer. MA2 Requirements: • Your final essay must be a minimum of 5 pages in length (not including the Works Cited page). Keep in mind that all Writing 39A classes require at least 12 pages of writing that undergo at least 3 revisions, so the length of your final essay, when combined with MA1, should put you within that required page range. • Your final essay must refer to and incorporate at least 2 texts assigned by this course, and you must cite your sources in correct MLA style (both in-text and Works Cited citations). This is not a research paper, so the sources you draw from should be limited to the course materials. This includes the AGWR textbook, any of the readings, notes, handouts, lectures, in-class activities, small-group or class discussions, HW assignments, etc. • To meet the standards and expectations of the formal academic context you are writing for, your final paper should reflect your own ethos as an effective and credible communicator. This includes using your own unique voice, appropriate tone and style, accurate grammar and syntax, proper MLA style and writing mechanics, etc.

Due Date Schedule: • [Due by 11:59PM on Monday, February 17] – Draft due. Submit to the Canvas dropbox by 11:59PM. You are not required to write a complete, formal essay for your draft. The purpose of the draft is 1) to demonstrate your understanding of the assignment, 2) to confirm that you are taking the right approach, 3) to brainstorm ideas, and 4) to organize those ideas. What you are required to do complete at this stage consists of three parts that are often called a “Zero Draft”. Your draft must include ALL of the following: 1. An argument statement (i.e. complete thesis statement) that asserts your unique and insightful answer to the course question. Remember that a complete argument requires at least one claim and at least one supporting reason [Argument=Claim(s) + Reason(s)]. 2. An outline that logically organizes your ideas into sections and shows the development of your argument and ideas. Your outline should establish the overall structure of your essay, include a topic sentence for each body paragraph, and summarize the evidence you plan to use to support your argument. 3. A list or description of sources from the course content that you plan to use to support your final essay’s argumentative claims. In other words, indicate which texts from the course content you plan to integrate into your MA2. • [DUE DATE] – Revision 1 due. Bring a printed hard copy of your first revision to class for peer review. Revision 1 requires you to develop your MA2 Draft into a complete and formal essay. Revision 1 must include a complete Works Cited page. You will not submit your first revision to Canvas. Instead, Simon will come around and check off your completed assignment during class while you are conducting in-class peer review. Please arrive on time for peer review. • [DUE DATE]) – Revision 2 due. Submit to the Canvas dropbox by 11:59PM. Revision 2 requires you to apply the peer review feedback that was provided about your first revision by your classmates. Your Revision 2 will be more developed, more formal, and more supported by evidence and analysis than your first revision. Your instructor will provide feedback about Revision 2 on Canvas, and you will use that feedback to write Revision 3, which you will submit with your Writing 39A./AP Final Portfolio on Friday of Week 10 (3/13). • Friday, 3/13 (Week 10) – Revision 3 due. Submit to Canvas with the rest of your ePortfolio. By the time you complete Revision 3, your argument must be convincing, well developed, and adequately supported by evidence. Your use of language, grammar, writing mechanics, and MLA style should also be up to the standards of formal academic work. You will submit Revision 3 with the rest of your Final Portfolio on Canvas. PreviousNext