

Research and Persuasion Collaborative Project **ENGL 305: Professional Writing**

For this project, you will create persuasive documents in your collaborative group utilizing the strategies covered in Chapter 12 (“Strategic Planning, Being Creative”) and Chapter 13 (“Persuading Others”) from your textbook.

Exigence

This assignment will culminate in the creation of *two* separate documents, both of which will attempt to persuade your audience to one of the following:

- Add a major or minor at Xavier
- Join a club or organization on campus
- Take part in a campus activity
- Vote in the upcoming election
- Volunteer for a cause or local charity
- Other (let me know if your group has an additional idea they would like to pursue!)

Your project will require you to become proficient with both *reasoning-based persuasion* and *values-based persuasion*. There are three ways to accomplish this:

- 1) You can create two separate projects, one using reasoning-based persuasion and the other using values-based persuasion.
- 2) You can combine both reasoning-based persuasion and values-based persuasion into one project but will need to create something a bit longer, i.e. a two-page newsletter rather than two separate fliers, or a ten-minute video rather than a five-minute video.
- 3) You can combine reasoning-based persuasion and values-based persuasion into a shorter project (e.g. a flier) but make *two* of them, with each one geared toward a different audience or situation.

Brainstorming

In class, you will work with your group to brainstorm ideas, solutions, and approaches to your assignment. Working with the invention activities from the textbook, you will come up possible topics, what audience you hope to reach, and ways of conveying your message. (In class: October 27th)

Medium

For this assignment, you will need to choose what medium you think would work best but it must include at least elements, i.e. text and images, or images and sound, etc. To make a choice about your medium, think first about the audience you hope to reach—what medium would be most effective in persuading them?

Some mediums you might consider:

- Flier or poster (images and text)
- Newsletter (images and text)
- Video (images/video and sound)
- Blog (images and text)
- Podcast (words and other sounds)

This is not a definitive list—if your group has another idea it would like to pursue, please talk to me in class. If you are creating two documents, one utilizing reasoning-based persuasion and the other using values-based persuasion, you might choose to do both projects in the same medium, or pick a different medium for each project.

Planning

Once you know what topic you will work on, you will create Objectives, a Task List, and Timeline in class. This will help to clarify what you hope to accomplish, the steps toward achieving those goals, and a timeline that will guide you in completing your project. (In class: October 29th)

Implementation and Presentation

You will have until November 10th to fully complete this assignment. Projects are due that day by class time. You will present your work to the class on that day as well. In your presentation you will both:

- 1) Tell them about the process of creating your project (what medium you chose, who your primary audience is, why you chose this topic, etc.) and
- 2) Try to persuade them in a way consistent with your project. Why should they, too, consider this perspective?

Project Overview

When you turn in your completed project, please include a Project Overview as one of your documents. This overview will be like a collaboratively written reflection and will let me know the following:

- What type of persuasion did you use in each document? How do you see these types (reasoning-based and values-based) of persuasion working in each case?
- Who is the audience(s) for your project(s)? How did you tailor your persuasive strategies to best appeal to that audience?
- What do you think is the strongest or most effective appeal that you used in this project?
- What appeals do think are weaker or could have been improved?
- What was your favorite part of this project? What was the most challenging?
- If you had this project to do over, what would you do differently?