**Paper #3: Argument Analysis and Response Essay (“The Story of Stuff”)**

**Rhetorical Situation**

You are in a formal setting, writing for an audience of college students who are unfamiliar with the video.

**Task**

In this paper you will analyze and respond to the argument presented by Annie Leonard in “The Story of Stuff.”

**Tips & Considerations**

* Try to write a discovery draft, focusing on your analysis of the video before deciding on your big-picture thesis.
* Keep your summary of the video to a minimum. (Assume that your reader is a college student who has not seen the video, but has general knowledge of globalization and consumerism.)
* Your paper must have a thesis (a controlling argument/idea). **In this essay, your thesis will be your response to the overall persuasiveness of the argument**. (Does Leonard’s argument make sense?)
* Because this is a formal assignment, your paper should have a clearly defined organizational pattern. In other words, **each paragraph should be unified around a single reason that supports your thesis**.
* As a general rule, try to include one or two concrete examples from the video per body paragraph. The selected examples should be explained in a way that clearly supports the main idea of the paragraph.

**Logistics**

* See syllabus for due dates (workshop draft and final revision); see syllabus for policy on late papers
* 3-5 pages, MLA format (double spaced, 12-point font, 1-inch margins; MLA heading, pagination)

**Grading Rubric (100 points)**

1. **INTRODUCTION** (**5 points):** Do you have a hook? Do offer a brief summary of “The Story of Stuff” for the benefit of your readers? Do you formally introduce the title (“The Story of Stuff”), the source (Annie Leonard), and the medium (an online video) of the argument that you will be evaluating? Do you clearly state your thesis (whether or not the Leonard’s overall argument is persuasive)?
2. **THESIS & FOCUS (30 points):** Do you have a thesis that evaluates the persuasivenessof the viewpoint presented in “The Story of Stuff”? Do you stay focused on your thesis for the duration of your essay? Is the reader reminded of your thesis throughout the body of the essay? **TIP: Structure each paragraph around a single reason why you do or do not find this argument persuasive**. In other words, do NOT simply offer a paragraph-by-paragraph summary of the video; remember that this essay should be centered on YOUR reasons for agreeing or disagreeing with the argument presented in “The Story of Stuff.”
3. **COMPREHENSION & ANALYSIS (20 points):** Do you understand Leonard’s argument? Do you offer an in-depth analysis by considering specific elements of the argument such as Leonard’s voice, angle of vision, and use of evidence? (Is the evidence relevant, objective, and comprehensive?) Do you refer to concrete examples from the video to support your analysis of Leonard’s argument? In your essay, do you include at least three properly framed and fully explained direct quotations from the video to support your overall response to her argument?
4. **STRUCTURE & PARAGRAPHING** (**10 points):** Does the progression of your essay make sense to the reader? Are your paragraphs logically arranged and consistent in length? Does each body paragraph begin with a topic sentence that forecasts the focus of the paragraph?
5. **CONCLUSION (5 points):** Does your conclusion effectively reinforce and expand upon your thesis?
6. **APPLICATION OF FEEDBACK (10 points):** Do you respond to the needs of your audience by considering and judiciously applying the feedback provided by your instructor and peers?
7. **SENTENCE-LEVEL CLARITY & TONE (10 points):** Do your sentences clearly and grammatically express your ideas? Do you respond to the rhetorical situation by maintaining a formal, academic tone?
8. **LENGTH & FORMAT (10 points):** Is your essay at least three pages in length? Is your paper formatted in MLA style (heading, title, pagination, font, margins, etc.)?