**Objective**: we will develop an argument but purposely choose evidencethat specifically affects the chosen audience

Task: There are many conflicts between people and we’re going to choose a specific person in order to convince them to consider your argument. The purpose for this assignment is to come up with evidence that only our audience can identify with.

Choose ONE of the following:

1. Brad Pitt/Angelina Jolie 4. Donald Trump/Hillary Clinton
2. You/Teacher 5. Racists/Muslims, Mexicans, Blacks, etc.
3. You/Principal 6. Juniors/Seniors
4. Pick a conflict between the choices listed above
	1. For example, I’m going to take the position of Donald Trump and I will try to convince Hillary Clinton to consider turning in some of her “lost” emails, OR I’m going to be ME and attempt to ask Mr. Kovalenko to consider changing the dress code policy on the ripped jeans.
5. Understand who you are arguing against
	1. How much does he/she ***know already***? If my opponent knows the information already, there’s no need to research on it. If my opponent has never mentioned a certain point of view, then that’s the direction I’ll take. It’s always better to introduce new information.
	2. What does he/she ***want to hear***? What does my opponent fight for? This will help me consider why he/she is strongly against it.
	3. What does ***he/she like***? If I know my principal believes in students first, then that’s what I will ***appeal*** to.
6. Establish a professional tone
	1. Don’t whine. Don’t beg. Don’t cry. Don’t insult. Don’t be sarcastic. Don’t be a brown-noser.
	2. How do you want to sound? Determined, Confident. Impartial. Understanding. Appreciative. Humorous. These are some examples. Come up with your own.
	3. Choose 5-7 words that fit your tone and use them throughout your argument.
7. What’s your purpose?
	1. What are you trying to achieve? Remember, you can’t change the world, but you want to “plant a seed” in the audience’s mind. They may not act but at least you will have them “thinking” about it.
8. Evidence
	1. Make sure you pay attention to the appeals (ethos, pathos, logos).
	2. Try to use research based evidence to help with your cause. Not all of it has to be but if you use one credible source, you are only making yourself credible.
	3. Be realistic. Don’t make up facts or results!!!!!!!
9. Presentations
	1. You will prepare this presentation Monday and Tuesday. Feel free to use a power-point or Google Slides.
	2. Images will be great! Pictures, graphs, data, etc.
	3. Avoid a lot of writing on the slides. ***No more than 10 words per slide!***
	4. Everyone will present on Wednesday and part of Thursday. There is no time limit.
	5. Notes are recommended when presenting. Avoid looking back at slides. It’s rude to turn your back on the audience.
10. Be ready to evaluate your presentation
	1. The class and myself will ask you a variety of questions.
	2. Be ready to answer the WHY’S of your information. Why did you choose the specific conflict? Why did you choose that specific evidence? What were you hoping to accomplish with the tone/purpose?
11. One Page Reflection Essay
	1. We will look at the UW outcomes and focus on Outcome 3. How did your presentation meet the outcome?
12. Scoring:
	1. Presentation: 15 points
		1. Organization
		2. Word Choice/Tone
		3. Evidence
		4. Posture
		5. Eye Contact
	2. Essay: 15 points
		1. Organization (paragraphs and sequence)
		2. Evidence (I’m your audience)
		3. Analysis (why you did what you did)
		4. Transitions
		5. Conventions