

Writing Project Three

Proposal Argument

The authors of *Writing Arguments* state that proposal arguments “are among the most common arguments that you will encounter or be called on to write. Their essence is that they call for action. In reading a proposal, the audience is enjoined to make a decision and then to act on it—to *do* something” (p. 311). In this paper you will be required to compose a *practical proposal*, which asks for you to “propose an action to solve some kind of local or immediate problem” (p. 311). For this assignment, you will be asked to:

- Write a practical proposal in the form of a formal letter.
- Address a current, local problem (within the ASU/Tempe area) that has a feasible solution. That is to say you must focus on a practical issue that might be able to actually be fixed.
- Address your letter to a real local audience. In order to do this, you will need to research the intended recipient(s) for your proposal. When you have completed your proposal, you will actually mail it to your recipient.
- Include a minimum of **2 outside resources** that will help to support your proposal. These may come in the form of library research, interviews with people relevant to the proposal, surveys, or other primary or secondary research (approved by me). References should be presented in footnotes to the letter.

The **audience** for this proposal must be chosen by you. The audience that you choose should be clearly related to the proposal and must be in a position to affect the changes proposed.

The proposal must be a minimum of **1,300 words** excluding references and address information at the beginning of the letter. All drafts (including the first) must meet the minimum word count.

Additional General requirements: All drafts must be typed, double-spaced, and in Times New Roman 12-point font. Please use 1-inch margins. All documents must be accessible through Microsoft Word. All citations should be in **APA format**.

Grading Criteria:

- **Clear and Concise Central Claim:** The central proposal presented is easy to find and understand. The proposal is the main focus of the entire letter.
- **Well-Supported Presentation of the Problem:** The problem is presented so as to convince the audience that it is both real and in need of a solution.
- **Solution is Both Reasonable and Feasible:** The solution to the problem can actually be enacted. Steps toward this solution are presented in detail.

- **Convincing Supporting Evidence:** The evidence used to suppose the central claim is convincing. This evidence is well-researched and fits the STAR criteria discussed in Writing Project One.
- **Audience Identified:** The audience chosen for the proposal is reasonable and has power to actually put the changes suggested into practice.
- **Content Organization:** The content of the letter is organized in a reasonable way. There is both an introduction and a conclusion. The letter clearly presents a central claim, and the content is organized around that claim. Paragraphs are ordered in such a way that they cannot be reordered at random, but instead provide logical transitions between ideas.
- **Attention to Assignment:** The paper adheres to the assignment as presented above, addresses the audience stipulated, follows the formatting requirements, and presents citations in APA format in footnotes to the letter.
- **Manuscript preparation:** The writer has made changes between drafts that reflect attention to both instructor and peer comments. The writer has made an effort to improve his or her letter.

Important Dates:

- **Monday, March 11:** First draft due for instructor comments.
- **Friday, March 25:** Revised draft due for peer review.
- **Monday, April 4:** Final draft due for grading.