

# ENG 1510

## Writing & Rhetoric I



### WP3: Community Engagement



You've learned to look at discourse you know, and you've learned what to look for when you're entering a new discourse community. Now, we're going to apply what you learned to a real situation from the local community. For WP3, you will form a group with your classmates and find a local problem. You will present a solution to that problem to an audience who can take action to solve it.

### Learning Objectives

- To identify and communicate with a real-world audience.
- To learn about real-world discourse and how it affects your choices in communication.
- To persuade an audience based on what you know about them and the discourse they use.
- To propose a reasonable and actionable solutions for a real-world problem.
- To work effectively in a group.
- To present rationales for rhetorical choices.
- To explore and determine the effectiveness of available means of persuasion.

### Due Dates

- Group Plans: November 16<sup>th</sup>.
- Revised Group Plans: November 30<sup>th</sup>.
- Final Drafts: December 7<sup>th</sup>.
- Group Presentations: December 7<sup>th</sup>.

### Content Requirements

Final drafts of WP3 have three parts:

- A project that will be presented directly to the audience and given separately to Ryan.
- A 1000-word justification explain the choices you made in the project and why they were effective.
- A presentation given to the whole class explaining your project, why you made the choices you did, and how it went.

### Submission

- Please submit all WP3 materials in Google Drive by placing your files in your shared group folder.
- All documents should be named with all group members' names, your class, and the assignment (e.g. "Malcolm Reynolds, Jayne Cobb, and River Tamm ENG 1510 WP3 Group Plan").
- Submit text documents as Google Docs (not Word docs or PDFs).
- Submit multimodal documents either by uploading files into your Google Drive folder or by placing links in a Google Doc.
- Submit all documents made for the project, including those made for the presentation to the audience.

## Form

Form is especially important for WP3. You want to choose a form that will be expected by your audience but also will make your information easy to present. For example, you wouldn't want to make an audio presentation if you plan to present in person. Instead, it might be more appropriate to make a PowerPoint, Prezi, or even physical handouts. Many past students have made slideshows, videos, binders of documents, infographics, and so on.

Please remember that regardless of the form, you will need to also give me copies of the material. If you're presenting in person, please record the audio portion of your presentation (with permission of your audience).

As usual, I encourage you to ask for help if you need it! Choose the form that best suits the context, not necessarily the form that's easiest for you to do. If you don't know how to make the content you want, ask!

## Group Plans

The first step for WP3 is to propose a problem, audience, and solution to me. We will discuss (and likely change) this plan together in our group meeting on November 16<sup>th</sup>. For the group plan, you should:

- Present a local and actionable problem that you think can be solved.
- Present solutions that you're considering for the problem. The final project should only focus on one solution, but group plans may involve several you are considering. Solutions should be reasonable and manageable. If the solution will cost money, you must propose a realistic source for this money.
- Determine an audience to present your solution to. The audience must be able to take action on what you're proposing and be willing to listen to your proposal. You must contact your audience before your conference to confirm they are appropriate for this project.
- Propose how you will present the solution to your audience. You might propose several possible methods at this stage. The presentation must be reasonable and agreed upon with your audience. Projects may be presented in person or electronically, but your choice must be justified.
- Present a detailed plan for who will be responsible for what and when it will be completed. The project should be broken into small steps, each step should have a due date, and each step should have one or more group member assigned to it. It is not acceptable to say that all group members will be responsible for everything. Please include steps for completing Group Plans, Justifications, Projects, and Presentations.
- The Group Plan should be submitted in a Google Doc in your group folder prior to our meeting time.

Your Group Plan will probably change over the course of the assignment. After the group plan has been approved, all changes must be agreed upon by all group members and approved by me.

## Revised Group Plans

During the second group meeting on November 30<sup>th</sup>, we will discuss your updated group plan as well as drafts of your project and the justification. For the second meeting, you should:

- Present any changes made to the original plan, including decisions made about solutions and format. All changes to the plan should be clearly marked.
- Present what each group member has completed, and what each group member still has to do. This will likely mean creating an updated schedule.
- Show me the first draft of your project. Even though it may not be fully completed, you can present what's completed so far. Ideally, you can even run through it as you will for your real audience so that I can provide feedback.
- Provide the specific date you will meet with your audience, where you will meet, and how you will be presenting to him or her. Add this information to your group plan.
- Present a completed (1000-word) justification for your project.
- Submit all documents for the Revised Group Plan in your group folder in Google Drive.

## Justification

The justification will explain why you chose to approach the project as you did. In the justification, you should answer the following questions:

- Why did you select the problem you did?
- What is your solution? Why is this one more reasonable than other possible solutions?
- Who is your audience? Why is this audience appropriate to present the solution to?
- How will you present to your audience? Why is this the best method for your audience?
- What other choices did you make along the way, such as how the project is designed, who will speak, who will be responsible for which parts, etc.? Why did you choose to do that instead of other options?

You can think of the justification as an explanation of why the project turned out as it did. Use this space to explain your process and any difficult decisions your group made.

## Group Presentation

The final presentation is relatively informal and short, but it should be planned. Presentations will be given on December 7<sup>th</sup>. They should be no longer than 10 minutes and should focus on the following:

- What was the problem? What was the solution? Why were these chosen?
- What form did the project take? Why was it presented in this form?
- Who was the project presented to? Why was this audience chosen? How did the audience react to the proposal?

You are encouraged to include visuals, other media, and sample content from your proposal.

## Grading

The following criteria will be used to determine grades:

Expectations	Exceeded	Met	Not Met
<b>Project</b>			
Method of Delivery	The method of delivery you have chosen suits both the audience and the content of the project. The method makes content easier to understand.	The method of delivery suits the audience and content appropriately.	The method of delivery is either unsuitable for the content or makes content more difficult to understand.
Appropriateness for Audience	Your group has changed content to suit the specific audience, including changing citation, changing form, and using appropriate vocabulary.	Your group has used suitable content for the audience.	Your group has used content unsuitable for the audience, such as telling them information they already know or not shifting content to meet their needs.
Presentation	You have presented the content to the audience in an effective way. Whenever possible, audio or video recording is provided.	You have presented content in an effective way or the audience has not agreed to be recorded.	You have presented content in an ineffective way or not recorded content even though permission was given.
Research for Solution	You have thoroughly researched your solution, checking that it's viable, cost effective, and realistic. You have provided sources for funding if necessary.	You have researched your solution, checking to make sure there are no serious roadblocks to implementation.	You have not researched or inadequately researched your solution. Major problems to implementation were not considered in advance.
Organization	You have organized your proposal in a way that makes it easy for your audience to find and review content.	You have organized your proposal in a reasonable way.	You have organized your proposal in a way that makes it difficult to follow or find information.

## Grading (Continued)

Expectations	Exceeded	Met	Not Met
<b>Justification</b>			
Justification of the Problem	You clearly state why this problem was chosen and why it needs a solution	You state why this problem was chosen.	You do not clearly state why this problem was chosen.
Justification of the Solution	You clearly state why this solution was chosen over others, and why this is the most reasonable of all possible solutions.	You state why this solution was chosen.	You do not clearly state why this solution was chosen.
Justification of the Audience	You clearly state how your audience has power to change your problem, and why this audience is the best route to move your solution forward.	You state why this audience was chosen.	You do not clearly state why this audience was chosen.
Justification of the Delivery	You clearly state why the method of delivery you chose was the best possible method for this problem and this audience.	You state why this method of delivery was chosen.	You do not state clearly why this method of delivery was chosen.
Justification of the Persuasion	You give clear examples of methods you used to persuade your specific audience to take action on your solution.	You give examples of ways you tried to persuade your audience.	You do not give clear examples of ways you tried to persuade your audience.
<b>Presentation</b>			
Problem and Solution	You clearly state what the problem and solution were and why they were chosen.	You state what the problem and solution were.	You do not clearly state what the problem and solution were.
Form	You clearly state what form your proposal took and why you chose that form.	You state what form your proposal took.	You do not clear state what form your proposal took.

## Grading (Continued)

Expectations	Exceeded	Met	Not Met
<b>Presentation (Continued)</b>			
Media	You have included helpful examples of content from your proposal and presentation to the audience. You have used presentation software to organize them.	You have included examples of content. You have organized them.	You have not included examples of content or included ones that were inappropriate.
Preparation	All group members have practiced their parts of the presentation in advance. The presentation moves smoothly and quickly.	Group members have practiced their parts in advance. Minor stumbles are infrequent.	Group members have not practiced in advance. Group members are reading from scripts or slides. Negotiation of who is in charge happens during the presentation. Material is missing.

Your grade for WP2 will be determined by how well you meet the above criteria.

- A You exceed the expectations for more than five of the criteria. All others are met.
- B You exceed the expectations for two to five of the criteria. All others are met.
- C You meet the expectations for all of the criteria.
- D You do not meet the expectations for one to three of the criteria. All others are met.
- F You do not meet the expectations for more than three of the criteria.

In addition, grades will be adjusted for individual members of the group:

- Grades may be adjusted up if group members state that one member took on a disproportionate amount of work (up to +5%).
- Grades may be adjusted down if group members state that one member did less than other members of the group (up to -5%).
- Grades may be adjusted down if a group member misses deadlines or does not complete tasks agreed to (up to -20%).