Assignment 2: Stakeholder Proposal

Overview:
- In this assignment, you will write a 900-1200 word source-based proposal to solve a problem within our course theme. More specifically:
  - You will analyze a problem to make it exigent for the audience;
  - You will propose a solution for that problem which the audience can implement.
- This assignment is worth 20% of your semester grade.
- We will use the following timeline for this assignment:
  - Peer Review Workshop on Wednesday, September 28
  - Style and Conventions Seminar on Friday, September 30
  - Final Draft of A2 due on Monday, October 3.

Purpose and Focus:
- The purpose of the Stakeholder Proposal will be to identify and analyze a problem within our course theme, explain why it is exigent for your audience, and offer a new, unique solution so that you can expand the conversation on the issue.
- Throughout your proposal your purpose is also to synthesize (bring together) at least three sources that speak about your issue.
  - You must use at least one article from your summary portfolio in Assignment 1.
  - Your other sources for this assignment can only come from the following places:
    - Food (our course reader)
    - The Wall Street Journal: www.wsj.com
    - Government documents related to food found through the CSU Library at the following URL: http://libguides.colostate.edu/govinfo/food
- You will focus your ideas by:
  - Choosing an issue discussed in our reader about food;
  - Closely and critically reading at least three texts from about that issue (at least one of which must be from your A1 summary portfolio);
  - Choosing a relevant stakeholder to be the audience for the proposal.
  - Using only articles available in the reader or accessible through the specific websites listed above.

Development for Audience:
- The audience for this proposal will be a stakeholder connected to the issue you choose. In order to best achieve your purpose with your audience, you’ll need to:
  - Carefully consider which stakeholder will need to hear your ideas and which stakeholder has the power to implement the solution you propose;
  - Work to consider your audience’s needs, values, and knowledge about the issue;
• Appeal to that audience using audience appeals (logos, ethos, and pathos) as appropriate for the rhetorical situation;
• Develop your paper by explaining the problem, establishing why it is exigent, and offering a solution;
• Offer evidence from your sources to support your assertions about both the problem and solution and explain how that evidence proves the point you’re trying to make;
• Include at least one visual text to supplement your ideas and act as evidence to support a point (this is called a multimodal element and could include a photo, graph, chart, etc.). Your visuals can be from the Food reader or the sanctioned websites listed above. Don’t consider the visual a “throw-away” component of the assignment that won’t be looked at carefully; instead, recognize that the visual may be the first thing a reader examines!

Genre and Organization:
• The genre for this assignment will be a proposal of 900-1200 words plus a Works Cited at the end. (Note: the Works Cited page does not count towards the word count.)
  o Pay attention in class as we explore the features of this genre, and refer to JTCR for further information on the characteristics of proposals.
• Because organization helps your audience understand your ideas, thoughtfully consider how you will organize your proposal (e.g., where you will define the problem, at what point you’ll offer a solution, etc.).
  o Consider where you’ll provide headings to help your stakeholder follow your ideas.
  o Consider what sections will be relevant for your issue and stakeholder.

Style and Conventions:
• Your tone and “voice” should be appropriate for your stakeholder and the academic context in which you’re writing.
• Your stakeholder proposal should be grammatically correct and you should pay close attention to all conventions of standard, written English – especially those discussed in Style and Convention Seminars. Additionally:
  o Your proposal should follow MLA format;
  o Have your last name and page number in the upper right-hand corner of each page;
  o Include a Works Cited page at the end with full citations for all sources, along with corresponding in-text citations within the body of the paper.
Hierarchy of Rhetorical Concerns for Feedback and Evaluation: Stakeholder Proposal

Your assignment will be evaluated based on the following hierarchy of rhetorical concerns and the extent to which the assignment effectively achieves its purpose with its audience in the given context. The following questions will be used to guide the feedback and evaluation of the assignment.

**PURPOSE and FOCUS:**
- How well does the proposal achieve its **purpose** of analyzing a problem from Assignment #1, explaining why the issue is exigent for the audience, and offering a new, unique solution to the problem?
- How well does the author synthesize sources by bringing together at least three sources from the reader or sanctioned websites to expand the conversation on the issue?
- Does the author focus his/her ideas by using articles from the reader or approved websites that discuss a shared issue?
- How well does the author focus the proposal by ensuring that all parts enhance and support the stated purpose?

**DEVELOPMENT for AUDIENCE:**
- How well does the writer develop his/her **logos** by choosing an audience that is logical for the purpose, explaining appropriate background information, supplementing his/her ideas with evidence from sources, etc.?
- How well does the writer develop his/her **ethos** by synthesizing evidence from multiple sources to demonstrate he/she has read widely on the issue, using appropriate citation and attribution, using fair language, and writing in a way that matches the intended audience?
- How well does the author appeal to **pathos** by considering the audience's needs, values, and beliefs as she/he crafts the proposal?
- How well has the author developed his/her proposal by offering evidence and explaining how that evidence is proving the point the author is trying to make? How well does the author explain connections and links between parts of the proposal?
- How well does the author incorporate a visual to create a multimodal text?

**GENRE and ORGANIZATION:**
- How effectively does the author use **genre** conventions of a proposal?
- What **organizational** strategies (e.g., previews, headings, transitions, etc.) does the author use to help the reader understand the content of the proposal?
- How effective are those strategies?
- How well does the author use MLA conventions for the Works Cited page and in-text citations? Are citations correct and complete?

**STYLE and CONVENTIONS:**
- To what extent do English **grammar** and **stylistic concerns** distract the intended audience and/or keep the reader from understanding the ideas in the proposal?
- How appropriate are the **tone** and **voice** for the purpose and audience?
- Does the project show attention to issues of style and conventions, esp. those discussed in Style and Convention Seminars?
Grading Criteria

"A" (excellent) stakeholder proposal (90% +):
- The proposal clearly meets the purpose of the assignment through identifying a problem within the Assignment #1 issue, explaining why it is exigent for a stakeholder, and offering a new, unique solution to expand the conversation on the issue.
- The proposal carefully considers which stakeholder has the power to implement the solution proposed.
- The writer uses appropriate audience appeals (logos, ethos, and pathos) based on the audience’s needs, values, and knowledge about the issue.
- The proposal effectively synthesizes evidence from at least three sources and one visual text to support the writer’s assertions.
- The writer develops ethos through accurate and effective paraphrasing or direct quotation skills, and proper attribution of borrowed material.
- An "A" proposal will show that its writer thoroughly understands how a proposal is developed and delivered. The best proposals may also have a "wow" effect or offer insights of real interest and originality.
- "A" proposals demonstrate that the writer has undertaken a serious approach toward the revision process; it will be focused and organized throughout each section of the proposal.
- "A" proposals are also clearly written and carefully edited and proofread with appropriate attribution in MLA style.

"B" (good) stakeholder proposal (80% +):
- The writer identifies a problem within the Assignment #1 issue, explains why it is exigent for a stakeholder, and offers a new, unique solution to expand the conversation on the issue.
- The "B" proposal not only meets all the general proposal requirements but shows a keen understanding of the stakeholder and how to appeal to them with a generally effective balance of logos, ethos, and pathos.
- A "B" proposal will demonstrate that the writer has synthesized three texts and one visual text to support the writer’s assertions, though they may not always be incorporated smoothly.
  - A "B" proposal will differ from an "A" proposal, however, because it has somewhat less development with textual support, be somewhat less convincing (perhaps due to a lack of explaining the evidence and/or connecting it to the thesis) for the audience, or occasionally use audience appeals ineffectively.
  - A "B" proposal distinguishes from the "C" proposal because of the richness of the exploration and the effectiveness of the use of evidence and discussion.
- A "B" proposal may lose focus at times, lack clear organization at times, not consistently follow genre conventions, and/or not possess the level of professional polish and interesting insight.
- "B" proposals are clearly written (any errors in grammar or other stylistic choices do not hinder understanding and carefully edited with appropriate attribution in MLA style.

"C" (satisfactory) stakeholder proposal (70% +):
- The "C" proposal meets all the general requirements of the assignment and shows that the writer can identify a problem and provide a solution to a stakeholder within the Assignment #1 issue.
- The development of the proposal may lack sufficient synthesis of sources or may lack a thorough discussion of how they support the problem, exigency of the issue, and solution.
- A "C" proposal may not provide a unique, well thought-out solution to contribute to the conversation of the issue.
- Among the significant weaknesses the "C" proposal might show are these:
  - a problem, while present, is not as explicitly explained as it could be;
  - support for either evidence or explanation is lacking;
  - an unclear audience, no apparent connections to the audience, or an inappropriate choice of audience for the solution.
- A "C" proposal may often lose focus within paragraphs or be loosely organized, and it may not be organized according to proposal genre conventions.
- While borrowed information in a "C" proposal is appropriate, the writer may need to communicate more effectively at the sentence level and the authority of the writer may be called into question due to the number of errors with MLA format or the range of confusing sentences.

"D" (poor) stakeholder proposal (60% +):
- Proposals receiving a "D" suggest that the writer may not be grasping the key concepts needed to move forward in the course successfully. A "D" proposal may seem to not understand, or misunderstand, the purpose(s) of the assignment.
  - This means that "D" proposals do not show a good enough understanding of creating a proposal, appealing to a relevant stakeholder audience, and/or presenting a problem and solution in a reasoned, academic voice.
  - Such a proposal receives a "D" rather than an "F" because it shows a sincere effort to complete the assignment but the performance falls far short of expectations.

"F" (failing) stakeholder proposal (below 59%):
- Proposals that are late without prior extension, plagiarized, non-responsive to the proposal guidelines, and/or significantly incomplete or non-existent will receive no credit.

***If your proposal receives a D or F, you should schedule a time to meet with your instructor to discuss it after you have reviewed the comments.***