

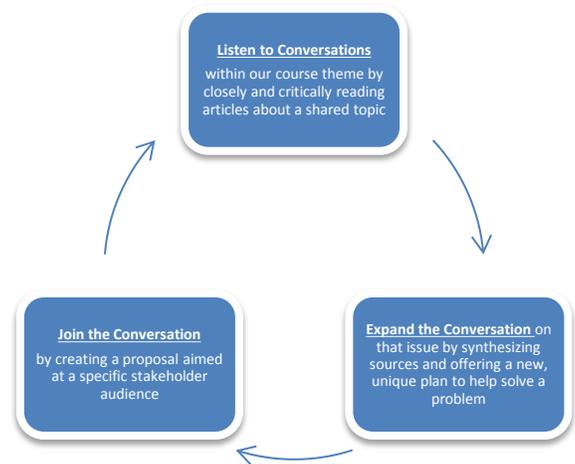
# Unit I: Close & Critical Reading

## Assignment 2: Stakeholder Proposal

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### Overview:

- In this assignment, you will write a 900-1200 word source-based proposal to help 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 plan to help solve the problem** which the audience can implement.
- This assignment is worth 20% of your semester grade.
- We will use the following timeline for this assignment:
  - Workshop:
  - Style and Convention Seminar:
  - Final Draft of A2 due:



### 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 plan to help solve the problem 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.
  - At least one of your sources must come from the *Food* reader.
  - Your other sources for this assignment can **only** come from the following places:
    - *The New York Times*: [www.nytimes.com](http://www.nytimes.com)
    - *The Guardian*: [www.theguardian.com/us](http://www.theguardian.com/us)
    - *The Fiscal Times*: [www.thefiscaltimes.com](http://www.thefiscaltimes.com)
    - *The Economist*: [www.economist.com](http://www.economist.com)
    - *BBC*: [www.bbc.com/news](http://www.bbc.com/news)
    - *Reuters*: [www.reuters.com](http://www.reuters.com)
    - Government documents related to food found through the CSU Library: <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 the *Food* reader)
  - 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 plan 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 plan to help solve the problem;
  - 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;

- o 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.
  - o NOTE: 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.

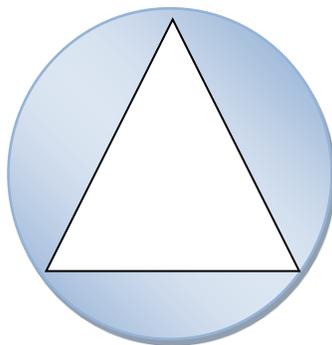
### Genre and Organization:

- 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.) You may go 10% over the maximum word count before losing points from your grade on the assignment.
- 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 explain your plan to solve the problem, 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.
- **Design** your proposal based on the needs of your audience. Decide how you will use contrast, repetition, alignment, and proximity to help your audience navigate your proposal.

### Style and Conventions:

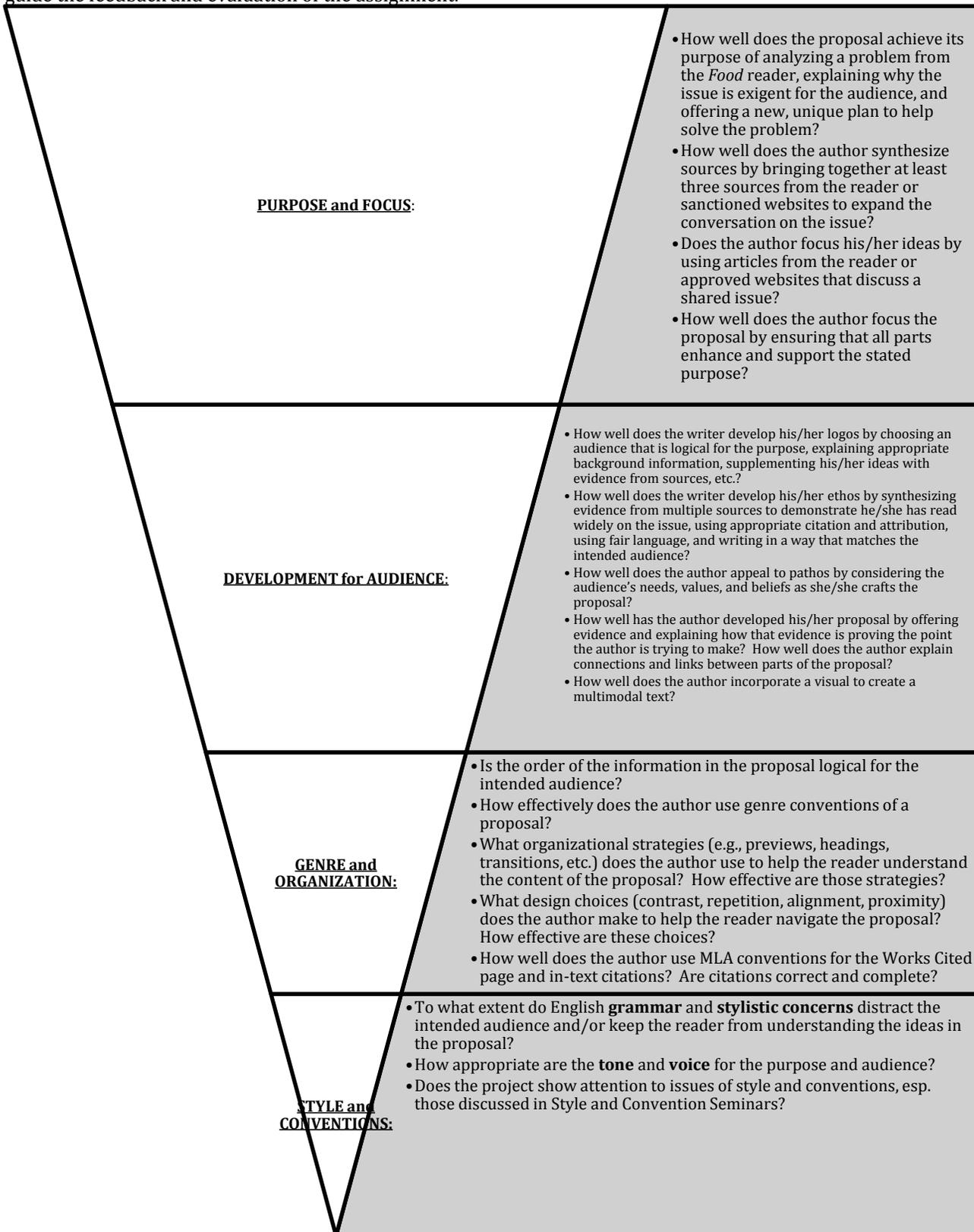
- Your **tone and "voice"** should be appropriate for your stakeholder and the academic context in which you're writing.
- Your stakeholder proposal should be **grammatically correct** and you should pay close attention to all conventions of **standard, written English** – especially those discussed in Style and Convention Seminars. Additionally:
  - o Your proposal should be typed. You have the choice of font, font size, how headings will appear, etc. (since these are **design** elements that can help appeal to your audience.) As you make these choices, consider how these choices can enhance your logos and ethos appeals.
  - o You should have a header in the upper left-hand corner of the first page with your name, course, instructor, and date;
  - o Include a correctly formatted Works Cited page at the end with full, correct MLA citations for all sources, along with corresponding in-text citations within the body of the paper.

### Turn-In Directions:



## 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.



## **Grading Criteria**

### **"A" (excellent) stakeholder proposal (90% +):**

- The proposal clearly meets the purpose of the assignment through identifying a problem within the *Food* reader, explaining why it is exigent for a stakeholder, and offering a new, unique plan to help solve the problem.
- 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 offers evidence to prove ideas and develops connections and links between ideas within the proposal.
- 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 organized and designed. 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 and has few or no sentence-level errors.

### **"B" (above average) stakeholder proposal (80% +):**

- The writer identifies a problem within the *Food* reader, explains why it is exigent for a stakeholder, and offers a new, unique plan to help solve the problem.
- A "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, not be designed as effectively or clearly as an "A" proposal, 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" (average) 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 plan to a stakeholder within an issue from the *Food* reader.
- 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 plan.
- A "C" proposal may not provide a unique, well thought-out plan to help solve the problem.
- Among the significant weaknesses the "C" proposal might show are these:
  - a problem, while present, is not as explicitly explained as it could be;
  - 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, may not be organized according to proposal genre conventions, or have few or no design choices to help the audience understand the ideas.
- 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" (below average) 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 demonstrates the writer may not understand 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" (unsatisfactory) 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.\*\*\*