

PROJECT GUIDELINES
EA CHAPTER 9 – DEFINITION-BASED ARGUMENTATION

CRITERIA & QUESTIONS

Group Write Criteria:

- 3 page minimum, double-spaced standard margins & typeface/size
- Must include an additional page (or more) for full project reference list (APA format)
- Should briefly describe how each student has contributed to each aspect of the project (research, group write, project development, presentation work)
- Should describe the principal argument(s) of the project
- Should describe who your group is & who your imagined audience is
- Should include a clear statement of purpose for the project itself
- Should describe how the project is in-line with definition-based argumentation strategies and needs, per *EA* Chapter 9
- **Must explain how project follows a Rogerian argumentative framework, per *EA* Chapter 7**
- Should describe what kinds of appeals (pathos, logos, ethos) are being utilized in the project, to whom and why
- Should engage in a self-critique of the project by examining and articulating potential risks, challenges, drawbacks, shortcomings, problems with a fact-based argumentative approach given your project's group profile, target audience and core mission

Project and Presentation Criteria:

- *Project:* Must define a problem (product, structural/organizational, fiscal/financial, political, social, etc.)
- *Project:* Must propose a response and/or solution to identified problem
- *Project:* May **not** sell a product or service – Must “sell” an idea or concept set or plan, etc.
- *Presentations:* Must fall within 10 minute time limit
- *Presentations:* May **not** utilize Powerpoint or Keynote in presentation visuals
- *Presentations:* Student presentation evaluation sheets will be returned to groups for feedback

Evaluative Questions for Presentations and Projects:

- Is the argument well supported with logic, reason, and sound evidence?
- Is the definition offered as a clearly subjective claim, arguable and debatable and open to challenge (rather than an irrefutable definition that needs little real convincing)?
- Is there a clear statement of purpose?
- Is there evidence of a core belief or assumption that your group's project is either embracing or refuting in its argument formulation? Is that core belief or assumption somehow embedded and implicit in either your argument formulation, your statement of purpose, or both?
- Am I, as the target audience, actually convinced by your project, and by your presentation of that project?
- Are there layers of definition-based argumentative support such that your arguments and claims become less vulnerable to question and challenge? Is there enough to “sufficiently satisfy a reasonably skeptical audience” (*EA* Chap 8)?
- Is there evidence of your having anticipated and addressed the (perceived) opposition, or opposing positions that might undermine your claims and argument?
- Are the definitions and contextual background linked, directly and transparently, to the response(s) or solution(s) being offered?