

ARGUMENTS OF FACT & THE ROGERIAN MODEL ASSIGNMENT GUIDELINES

THE CLASS PRESENTATION

10-minute project pitch to an imagined audience, proposing a solution to a real or imagined set of problems, deploying key principles of argument and supported by a visual slide presentation (Prezi)

- Must define a problem (product, structural/organizational, fiscal/financial, political, social, etc.)
- Must propose a response and/or solution to identified problem
- May **not** sell a product or service as the primary project goal – Must argue an idea or concept set or plan, etc. (which may or may not *include* a product or service as part of the solution you propose)
- Main argument pitch must be **fact based**, in line with descriptions of same from *EA* Chapter 7
- Argument construction must follow a **Rogerian** framework, in line with descriptions of same from *EA* Chapter 8
- Must fall within a 10-minute time frame
 - Each student must present for an equal amount of time
 - Presentation may not come in under 9 or over 11 minutes for credit
- Must utilize Prezi as main presentation tool (may **not** substitute PowerPoint or Keynote)

THE GROUP WRITE

6-page (minimum) (double-spaced, 1" margins, Times) explanation & defense of project decisions and arguments. Group Write responsibilities should be shared equally between all members of the group. An additional page (or more) for a full project References list (APA format) is also required.

Contextual Information (2 pp max):

- Identification of:
 1. Your organization or group
 2. The imagined audience
 3. Identified problem and your proposed solutions
- A short summary of the main argument pitch along with principal argument(s) and evidence offered to make that pitch
- A brief description of how each student has contributed to each aspect of the project (research, group write, project development, presentation work)

Structural Description & Analysis (2 pp +):

- An explanation of how the proposal is aligned with fact-based argument strategies, per *EA* Chapter 8
- An explanation of how the proposal adheres to a Rogerian rhetorical framework, per *EA* Chapter 7
- Identification and brief description of the specific appeals (pathos, logos, ethos) utilized in the project presentation and an explanation of how and why those were used
- Identification and brief description of the “occasions” selected for your argument (deliberative, forensic, ceremonial) and why that (those) were chosen
- Identification and brief description of all other specific argument strategies deployed in the pitch or Prezi presentation

Meta-analysis (2 pp +):

- A self-critique of presentation and project work, examining and articulating:
 - Specific successes and failures in terms of argument construction as you see them, given the response from the class
 - Risks and challenges associated with adopting a fact-based Rogerian framework for your pitch, and how you adjusted to and overcame them in your drafting process
 - Lessons learned: how your group would approach the same challenge differently or not given its experience now