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ENGL 211 Argument and Advocacy
The Advocacy Project Schema

Passion: Find It, Feed It, Further It
Advocacy Project Instructions

Here are the instructions for the Advocacy Project.

I want you to find something you are passionately interested in, research it, and advocate action or policy to further your passion. This project comes in three parts.

First, you must find your passion. Several discovery and invention activities will help you find your advocacy topic. These involve **Canvas postings** explaining what issue or problem you want to advocate and responding to the posting of others.

Once found, feed your passion. The second part of the project is the **Problem/Issue Analysis** described below. Both of these activities will prepare you to create the most effective advocacy possible. If you work hard on discovery and on the analysis by completing the research necessary and thinking through the whole advocacy project as I outline below, you will be prepared to succeed with your presentation. We will discuss examples of previous advocacy projects. You will see from the examples that the field is wide open.

Finally, you will have a chance to further your passion. Get us up out of our seats and following your plan to accomplish some positive action to support your passion. To do this, you will design and present your own **Advocacy Project Presentation**.

We will negotiate what shape your presentation will take in conferences. The discovery and analysis procedures give you a structure and format to follow in order to document background work that might not show up in your final product. But the quality of the final presentation absolutely depends on it.

The Advocacy Project carries 40 points, broken down as follows:

Canvas Discovery Writings	5 points
Problem/Issue Analysis	20 points
Advocacy Project Presentation with documentation	<u>15 points</u>
	40 points

1) Find Your Passion

Canvas Postings: Choosing and Negotiating Advocacy Project Topics

Canvas Assignment 1—Passion, Controversy, and Commitment

1-A) Find it!

1-B) We Hear You: "Right On!"

Canvas Assignment 2—Personal Responses

2) Feed Your Passion

Preparing to Advocate

Problem/Issue Analysis

- Part 1. Context and Problem/Issue Statement (Inquiry Question turned to Thesis)
- Part 2. Stasis—Stuck Points: Points of Agreement/Disagreement (The facts of the case.)
- Part 3. Rebuttals and Concessions (Toulmin Analysis)
- Part 4. Your Position and Proposal for Action (Formal Advocacy Project Proposal)
- Part 5. Audience Analysis (Kohlberg and Kegan: Intellectual, Moral, and Ethical Development)
- Part 6. Evaluation According to Rhetorical Appeals (Assessment: Logos, Pathos, Ethos—Virtue/Practical Wisdom/Disinterestedness (Aristotle via Jay Heinrichs, *Thank You For Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About The Art of Persuasion* (rev. ed. NY: Three Rivers Press, 2013).
- Part 7. Annotated Bibliography (Cite, summarize, discuss application)
- Part 8. Canvas Responses (Respondent and implication)

3) Further It.

Advocate!

Advocacy Project Presentation

You will have ten minutes of class time during the last two weeks of class to take us through a presentation that will get us up out of chairs and cheering, marching, acting—anything short of civil disobedience—in support of your passion and cause. You will document your presentation with a handout to be distributed to the class.

Boundaries? Guidelines? We will talk about these in conference the week before Thanksgiving. Use your imagination. Make your presentation reflect the depth of your passion

Get to work.

I am looking forward to these final projects. Good luck!