**Assignment Sheet, Major Project 3: Summary, Analysis, and Response Essay**

**Prospectus Due: 2/28 | 3/1**

**Draft Due for Peer Review: 3/7 | 3/8**

**Final Draft Due: 3/9 | 3/10**

**Purpose**: Our goal in this project is to practice effective analysis: take a “text” and show your reader how it works. In this case, you’ll be analyzing a college website and you’ll be using that website as the source for this essay. We will focus on summarizing, analyzing, and responding because this is the most effective way to join a conversation with other writers, to fully comprehend the writings of others, and to comprehensively and forcefully answer with our own ideas. Most academic writing is analyzing, with some summarizing and responding, and this project gives you practice and real-time feedback in improving those skills.

**You will summarize, analyze, and respond to a college website.** Using resources such as [the Wikipedia List of Colleges,](https://en.wikipedia.org/wiki/Lists_of_universities_and_colleges#Institution_type) you will begin by exploring types of colleges in the U.S. You will have to eventually pick one college website.

**How to get started:** We’ll do some of this in class, but you can get started by browsing through lists of specific types of colleges, or colleges in a specific city or state, or colleges grouped in some other interesting way. Avoid colleges you’ve heard of as you’re browsing; having preconceived notions of a specific college may get in the way of you having a clear view of it. One you’ve settled on a handful (3-6) of potential websites to analyze, then go through the list of analytical & rhetorical strategies (in the “Analytical & Rhetorical Strategies” module in iCollege):

**Your job here is to analyze how the college website uses rhetorical strategies. Writers use these strategies to persuade their audience of their arguments, and there are two lists: strategies that work within a given piece or on the sentence level (the APATSARC list) and strategies that work within a larger context, often involving things outside the essay, such as current historical contexts. You will analyze your author’s use of two strategies, ONE each from the APATSARC list and from the Large Rhetorical Strategies definitions.**

**Your prospectus, due by classtime in iCollege on 2/28 or 3/1** should include 2 short items**:**

1. Which 3 college websites, ranked in order of preference, you want to summarize, analyze, and respond to, and why (a sentence here is fine)
2. WhichAPATSARC strategy and which Large Rhetorical strategy you think you’ll focus on (1 from each list)

**After you get your prospectus back from me telling you which website to analyze, start** by carefully going through the website and noting any significant statements or argumentative strategies. You need to get a sense of the website overall and then select examples of what you see in the school’s website. Take your chosen APATSARC strategy and find a list of examples of the website using that strategy, then do the same for the large rhetorical strategies. Then with these lists of examples (quotes or paraphrases), free-write a series of “source bricks” (see the “Using Sources” module in iCollege) for each one, knowing that you won’t keep all of them. The point for this part of the process (the beginning) is that you create as many source bricks as possible and then keep the best ones when it’s time to sort through and order them.

**Format:** This essay should be 3.5-5 pages (1000-1500 words) in length, double-spaced, with one-inch margins on all sides. Pages should be numbered.

**The first section of your paper**, labeled with the subtitle **Summary,** should be approximately **50-80 words** long: a summary of the college website, answering these questions: what kind of student is the college’s *ideal* prospective student? Why should that student attend that school? This is the thesis statement. Make sure that your summary

* Articulates the primary, overall argument—the thesis statement—being made by the website. You can use other elements of APATSARC here; if you choose to do so, do so *briefly*—you’ll have space to expand them in the next section.
* **This should be in the third person.**

**The second section,** labeled with the subtitle **Analysis,** should be approximately **500-900 words**.

**\*\*\*\*\*\*\*(This is the most important part of the paper.\*\*\*\*\*\*\***

**Your job here is to explain how you think this website is trying to persuade prospective students to come to their college,** to analyze how they do this.

* In this section, using evidence from the text, you need to show your reader how the website uses the APATSARC strategy and the Large Rhetorical strategy you have chosen (**pick only 2 and do not pick “argument”**) to persuade readers of their main argument / thesis.
* This is where you will be more expansive than the summary, where you will use quotation and paraphrase and explication. It’s where you will discuss the strategies in more detail than in the summary.
* **You should** include quotations or paraphrases! All summaries, quotations, and paraphrases must be correctly documented—source introduction & signaling, parenthetical in-text citations, and full citation at end—in MLA format).
* **This should be in the third person**, focused on the rhetorical behaviors of the website authors.

**The third section,** labeled with the subtitle **Response**, should be approximately **200-400 words**. Your response section of the essay should begin with your response to this question: would you go to this college?

* You TOTALLY get to say “I” here!
* **What’s most important** is that you answer the question. While it’s absolutely fine to be realistic about structural barriers, you should also think PAST those barriers: if money wasn’t an issue, would you go to this school? If the school and its campus moved to GA, would you go if distance was no longer an issue?
* Try to link one of the values from your “values inventory” (in-class freewriting W 2/23-2/24) to your response to this website you’ve just spent all this time with. How you do this is up to you, and which value you pick is up to you. You should use details and story elements to make this make sense.
* You are welcome to use a small amount—no more than 20% of the essay—of evidence, quotations, and paraphrases from up to 2 other texts from the class.

This structure acknowledges what often goes unstated in academia, which is that our analysis tends to be driven by our personal responses to what we read or view or hear. As we grow as scholars, our scholarly analyses *blend with* our personal responses—they are informed by our research and scholarship and vice versa. However, because you are new to academia, and because you are not yet an expert in any field, and because education can be such an intimate and personal experience, your personal response and experiences will highly inform your interpretation and analysis in this paper.

**Evaluation:** Your summary, analysis, and response essays will be graded based on how well each fulfills the following criteria.

* The **summary** clearly and accurately conveys the overall main argument(s) of the chosen chapter, including but not limited to the relevant strategies you’re analyzing
* Your **analysis** is at least 500 words long and focuses on the author’s writing strategies. Good sentences in this section focus on the *website* (*author)* as the source of the action.
* The **response** connects your value from our classwork to the text in some way, and does so from a personal standpoint.
* Paragraphs in the essay are unified and coherent, with one primary idea evident in each one.
* Each sentence is clear and concise with minimal grammatical errors.
* All sources are cited accurately within the essay.
* The essay is properly formatted and the correct length: 3-5 pages (900-1500 words) with 12-point font, 1-inch margins, and numbered pages.