

SOPHIA Learning

ENG1020: The Power of Persuasion (3 semester credits)

COURSE DESCRIPTION: This course is designed to build on the concepts taught in ENG1010 by focusing on the research process. Students will learn how to effectively source information using proper research techniques, beginning by crafting a research question and culminating in a 6-8 page persuasive essay that will influence others to adopt or change a particular perspective. Students will also explore how persuasive writing strengthens important professional skills including communication, problem solving, and innovation skills.

Course Effective Dates: May 2021 - Present

Prerequisite(s): Lower-division baccalaureate/associate degree course – no prerequisites; however, prior completion of ENG1010: Discovering the Writer In You is recommended.

Length of course: This is a self-paced course. Students have 60 days with an additional 30-day extension (if needed) to complete the course.

ACE CREDIT® Recommendation: In the lower-division baccalaureate/associate degree category, 3 semester hours in English composition (5/21).

LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

1. Identify the key elements of persuasive writing.
2. Examine the essential components of persuasive writing.
3. Recognize the role of research in the writing process.
4. Locate and analyze sources and determine whether they are valid and credible.
5. Determine strategies to analyze and organize your research.
6. Apply the principles and techniques of persuasive writing.
7. Structure persuasive proposals effectively.
8. Integrate research into a persuasive proposal to make a strong argument.
9. Apply appropriate revisions and editing strategies to improve a final piece of persuasive writing.
10. Incorporate feedback and successful source integration to enhance an argument.

OUTLINE OF MAJOR CONTENT AREAS

- Introduction to Research and the Writing Process

- Defining Persuasive Writing
- Rhetorical Appeals
- The Classical Argument Model
- Analyzing a Persuasive Argument
- Persuasion in Action
- The Writing Process
- Identifying the Problem
- Crafting Effective Research Questions
- Brainstorming and Prewriting
- Formulating a Thesis
- The Outline Structure
- Defining Your Audience
- The Purpose of Research
- Supporting a Persuasive Thesis with Research
- Managing Your Research
- Considerations When Writing Academic Arguments
- The Seven Steps of the Research Process
- Types and Quality of Sources
- Finding and Evaluating Research Sources
- Distinguishing Scholarly Journals from Other Sources
- Understanding and Recognizing Bias
- Ethical Use
- Strategies for Gathering Reliable Information
- Research and Critical Reading
- Evaluating for RElevancy
- Summarizing Your Sources
- Connecting Source Materials
- Using Counterarguments
- Annotated Bibliographies
- Research Writing and Argument
- Structure of a Persuasive Proposal

- Models of Argument
- Purpose, Audience, Tone, and Content
- Using Your Prewriting During Drafting
- Creating a Rough Draft
- Introductions
- Body Paragraphs
- Conclusions
- Applying and Analyzing Evidence
- Avoiding Plagiarism
- Citing and Referencing Techniques
- Blending Source Material with Your Own Work
- Anatomy of a Well-Cited Paragraph
- Feedback During the Revising Stage
- Revising and Editing
- General Areas of Revision
- Cohesion
- Developing a Final Draft
- Using Sources Creatively
- Detecting Assumptions and Generalizations
- Fact-Checking and Proofreading
- Reflection and Reflective Learning

GRADING: This is a pass/fail course. Students are required to complete all 10 formative and 6 summative assessments with an overall course average of 70% or better.