

Gadget Proposal

Using your research from Unit 2, imagine a new type of technology or gadget. What need or lack did you detect in your research that might be addressed by a new development? What existing, proposed, or past technologies might you fuse to create a new, more beneficial or efficient gadget? The sky's the limit!

For Unit 3, you will compose a proposal essay that attempts to sell your imagined gadget to a specific group. The goal here is to craft a **persuasive** proposal directed at a **specific audience** (of your choice).

The more focused you make your proposal, the better it will be. Pay special attention to your audience; knowing your audience's general composition or "make-up" will color the language and references you use because each group will have different **values, needs, and attitudes** with regards to your topic. For example, a preschool teacher and a high school teacher will have different attitudes toward students sleeping in class (especially if it's nap time for the pre-schoolers). As such, you can be far more persuasive if you are addressing an audience of high school teachers specifically than you can be if you're addressing "all humans" or even "all educators."

This essay should be **at least 800 words**, and should follow typical academic format (double-spaced, 1-inch margins, standard font). You should **include at least 3 sources** (likely from your annotated bibliography) in support of your argument.

Note: sources might be used to provide background information, to show that there is indeed a problem that needs to be addressed, as interviews with people concerned about your topic, as examples of workable solutions to similar problems, as an indication of the needfulness of your gadget, and so on.

All sources should be cited in-text and at the end of your essay following MLA format (see your textbook).

Peer Review: Bring a printed Rough Draft to class _____

Final Deadline: Upload a Word document to Blackboard by 11:59PM _____

Revisions Deadline: TBD

YOUR OBJECTIVES:

- TO CONSIDER THE NEEDS, VALUES, AND ATTITUDES OF AN AUDIENCE (EX. POLICY MAKERS);
- TO COMPOSE AN ARGUMENT SPECIFICALLY TARGETED TO THAT AUDIENCE; AND
- TO MAKE YOUR ARGUMENT PARTICULARLY PERSUASIVE TO YOUR INTENDED AUDIENCE.

