

Week of March 23nd (due March 30th)

In Class Work—submit via OpenLab, email or Dropbox

- Elements of Argument Writing chart for advertisement (on Handout)
- Elements of Argument Writing chart for your own source (on Handout)
- Write brief response to “Fake News Entry” on Wikipedia and Conservipedia on OpenLab Discussion
- Complete 5Ws and 1 H to Determine Source Credibility for your own Source

Week of March 23nd

- Homework: Read "The Williamsburg Renaissance" by Jessica Guerra. Answer the following questions either on OpenLab Discussion OR upload to Dropbox/ email me.
 - This piece was written by a CityTech student for English 1101! I like the piece a lot because it show cases a very effective way to present the research that she procured.
 - What is the problem that Guerrar identifies in her neighborhood? What reasons and evidence does she provide?
 - What solution to her problem does she offer? Do you agree with her proposed solution? Why or why not?
 - What did you think of this piece? Explain.
- Homework: Write a draft of an annotated bibliography for ONE of your sources. Do not worry about the citations. We will cover that next week.

Genre: Persuasive (argument) Writing

- We are going to look at persuasive writing in this unit.
- We are going to look at how authors, persuade their audience to think or act in a certain way.
- We are also going to look at ways to strengthen your own arguments and to recognize the strengths and weaknesses of the arguments of other people.

Elements of Argument Writing

ELEMENT	DEFINITION
Issue	
Argument	
Claim	
Reason	
Evidence	
Counterclaim	

Elements of Argument Writing

- LISTEN to Mini Lesson

<https://youtu.be/qmmtHmJkGt8>

- USE the article “Affordable Housing Policies May Spur Gentrification, Segregation” as a model

Issue

- An issue is an important topic or problem that is covered in the argumentative text.
- Example: “The issue in this editorial is affordable housing.”

Argument

- An argument is a disagreement on the issue. This is a statement of where the problem lies and clarifies why the issue is problematic. Statement of the argument can be made using “whether or not.”
- Example: “The argument in this piece is whether or not the connection between luxury building and affordable housing in gentrifying areas actually causes segregation.”

Claim

- **Claim:** A claim is an assertion that something is true. The main claim is the author's clear statement of the point of view they will argue for and usually, a brief explanation of why.
- Example: "The connection between luxury development and affordable housing may be causing segregation."

Reason

- **Reason:** A statement that justifies the claim. Reasons explain why the reader should agree with the claim.
- Example: “Because government investment in affordable housing is tied into public private luxury-affordable models the Community based nonprofit-developers need private dollars to fund their work.”

Evidence

- Facts, or proof, that support the reasoning. The strongest evidence comes from valid, credible sources.
- Example: “Since 2000, average rents have doubled in Williamsburg-Greenpoint and almost 40 percent of the Latino population has left the neighborhood because of housing costs.”

Counterclaim

- **Counterclaim:** Found within the body paragraphs or in a separate body paragraph, the counterclaim states the other side of the argument and may even include evidence in support of the other side of the argument. This is done so that the author can refute, or demonstrate the weakness of, the counterclaim.
- Example: “The reality of affordable housing policy in NY is rather less rosy than the public relations efforts of the developers and the Bloomberg administration would have us think.”

Elements of Argument Writing

ELEMENT	DEFINITION
Issue	An issue is an important topic or problem that is covered in the argumentative text.
Argument	An argument is a disagreement on the issue. This is a statement of where the problem lies and clarifies why the issue is problematic. Statement of the argument can be made using “whether or not.”
Claim	A claim is an assertion that something is true. The main claim is the author’s clear statement of the point of view they will argue for and usually, a brief explanation of why.
Reason	A statement that justifies the claim. Reasons explain why the reader should agree with the claim.
Evidence	Facts, or proof, that support the reasoning. The strongest evidence comes from valid, credible sources.
Counterclaim	The counterclaim states the other side of the argument and may even include evidence in support of the other side of the argument. This is done so that the author can refute, or demonstrate the weakness of, the counterclaim.

Advertisements

- The whole purpose of advertisements is to sell a product/ idea to an audience. Ads are a great example of the persuasive (argument) genre).
- In order to accomplish this task, advertisers, use many persuasive elements such as pathos, logos and ethos, to appeal to their audience.
- However, sometimes, when you look closely at ads (and other argument pieces), you may notice, that they are missing key elements and it is important to consider WHY. WHY leave out the evidence? Or the counterclaim? What does that mean?

STOP and JOT!

- Turn to your handout. Look at the first blank Elements of Argument Chart.
- Using the Advertisement on the following slide, try to identify as many elements of argument as you can. Remember, **you may not find every element in every piece!**



Spare parts
for humans
are not
as original as
those for cars.

Don't Drink and Drive.

Issued in Public Interest by



Connect to YOUR Research

- Choose ONE of your sources and use the source to complete the second blank Identity the Elements of Argument table in the handout.

Bias In Sources

Watch Mini Lesson!

- <https://youtu.be/XbaXAUDMk9w>

Bias

- Having bias means having a prejudice or preference for or against a person, object, or idea.
- Arguably, all writing contains bias.
- Human beings inevitably have a point of view toward whatever subjects their writing addresses, and consciously or unconsciously, attitudes and opinions may influence the tone, content, and central ideas of the writing.

Bias

- Bias, however, is frequently considered a pejorative or negative term because it sometimes implies that the author tried to influence the audience toward his or her point of view unfairly by manipulating facts, tone, timing, or other factors related to the piece.
- While bias is very common, it is not necessarily a bad thing. It can be helpful to understand the views of a particular author, group, or organization, even if he, she, or it is biased.

Key to Using Bias to Help!

- Separate what is factual information from what is biased treatment of facts. Why do advertisers, for example, present biased information? How is bias used to sway opinions? Bias does not mean a source is not credible, but it means that we have to be aware of what facts are being presented, what facts are not being presented and how the information is being shared.

Top 10 Clues that a Piece Is Biased

1. The author is known to have strong views or an agenda.
2. Facts are not supported by evidence or multiple credible sources.
www.snopes.com or www.factcheck.org reveals that the information in the piece is not true.
3. There are generalizations without support: Most people believe...
4. The writer omits facts and information that do not support her view.
5. The writer only uses sources that support his view.
6. Little or no attention is paid to opposing views.
7. There is a sales pitch or appeal for money.
8. The piece presents a one-sided opinion about a politician, party, or policy.
9. The author uses words and/or a tone that stirs emotions or conveys strong images: bear hunt versus bear slaughter.
10. The headline or content evokes a lot of emotion

Let's Look!

- Read the following two pieces on the term Fake News. One was posted on Wikipedia and the other was posted on Conservapedia, the conservative version of Wikipedia.
- Notice how they define one term completely differently.
- Think about what we learned about bias. How could you apply that here.
- **Links to articles:**
 - https://en.wikipedia.org/wiki/Fake_news
 - https://www.conservapedia.com/Fake_news

Stop and Jot!

- Now, visit the OpenLab site and write a response to those pieces in the Discussion section. See where I started a thread?
- Please try to reply to at least one classmate as well!

Let's Look!

[https://
www.youtube.com/
watch?v=koPmuEyP3a0](https://www.youtube.com/watch?v=koPmuEyP3a0)

[https://
www.youtube.com/
watch?v=x_HL0wiK4Zc](https://www.youtube.com/watch?v=x_HL0wiK4Zc)

Now, let's watch these two advertisements, what do you notice about them?

Stop and Jot!

- Now, visit the OpenLab site and write a response to those pieces in the Discussion section.
- Please try to reply to at least one classmate as well!

Connect to YOUR Research

- Choose ONE of your sources and think about how it demonstrates bias. Jot notes about the examples/ evidence of bias you see.

Source Credibility

What is a credible source?

What is a reliable source?

What is a relevant source?

What is a credible source?

A credible source is an accurate or trustworthy source

What is a reliable source?

A reliable source is very convincing

What is a relevant source?

A relevant source supports your claims

Watch the Mini Lesson!

- https://youtu.be/vsM_t3qm6H8

Source Credibility Tips!

- Not all “facts” are certain to be accurate or true
- The credibility of a source has a direct relationship to the accuracy of factual information in a text, but even credible sources may contain misinformation
- Texts often offer interpretation os of facts that may or may not be accurate
- When multiple credible sources agree on something, it is probably (but not always) true
- Awareness of differing facts, interpretations, opinions, and biases around a topic is useful information when trying to build one’s expertise on a topic

Characteristics of a Credible Source

- The author is named and is an expert on the subject.
- The source is produced by an organization that is an expert on the subject.
- The source is up-to-date.
- The main purpose of the source is to inform, not to sell anything.
- The author uses correct spelling and grammar. Formatting is professional looking.
- The language is respectful and appropriate.
- If online, the site is not full of “tricking you to click” advertisements.
- The source is from a reputable source.
- The information in the source matches other credible sources.

The 5W's and 1H to Determine Source Credibility!

- In your Handout, you will see a document titled, the 5Ws and 1H to Determine Source Credibility.
- This document can help you determine if your sources are credible.

Yikes! It Might Not Be Credible?

- What happens if one of your sources might not be credible? Can you still use it?
- For the annotated bibliography, you absolutely can. It is just important to discuss what you learned about the source and why it is NOT credible.
- However, it is not a good idea to use it as research for your Unit 3 project!

To Wikipedia or Not to Wikipedia?

- NO: Wikipedia is NOT a credible source. While many articles are informative and accurate, articles can be added and edited by anyone.
- YES: Wikipedia provides a high-quality overview of a topic. Many articles are well-organized and easy to read. There are also often good lists of sources on the topic. Crowd sourcing, does gather lots of good information, it just cannot be counted as a credible source written by an expert on the topic.

Let's Try It!

- Using the sample text, “Affordable Housing Policies,” let’s look at the first section of the handout.

WHO	THINGS TO LOOK FOR	SAMPLE TEXT
<p>Who is the author? Who is the publisher? Who is the sponsor of the material? Are they recognized as experts on the topic? Who links to this source, if online? Are they trustworthy? Is there a bibliography? Are reputable sources listed?</p>	<p>Look for biographical information about the author. Conduct an Internet search of the author.</p> <p>If the material has been produced by an organization, try to determine whether it is reputable. Check for information on history, mission, etc.</p> <p>Check elements of the URL such as the server and domain name for clues about a source / its producers.</p> <p>Use the “link:” command in front of a URL to check who is linked to a website.</p> <p>If sources are cited, are they respected and credible?</p>	<p>Author: Brian Paul –he is a fellow (graduate student) at Hunter who studies Community Planning and Development. He is working on a documentary about the neighborhood.</p> <p>Reputable Sources: Community Preservation Corporations</p>

Connect to YOUR Research

- Choose ONE of your sources.
- Complete the 5Ws and 1H to Determine Source Credibility for the source.
- Submit via Dropbox or OpenLab or email. !

Just one last thought...

- A poem to leave you with.... Just read it and enjoy!
- <https://www.poetryfoundation.org/poems/47993/famous>

See You Next Week!