**SERVICE WRITING: ASSIGNMENTS**

1. Select a serious societal issue
2. Research that issue

**SERVICE WRITING: PERSUASION in PRACTICE**

* **PERSUASION:**
	+ definition
	+ persuasive appeals
* **RESEARCH:**
	+ ***where to research***:
		- library –
			* databases
			* journals
			* books
		- online –
			* organization’s site
			* governmental sites
			* official sites
		- personal interviews –
			* company director, personnel
			* members of the community
			* those directly affected by the social issue
	+ ***what to research***:
		- research the issue
		- research the community
		- research the company
* **TEACH:**
	+ research techniques
	+ MLA format
	+ interviewing
	+ persuasion
* **AUDIENCE:**
	+ general public
	+ publication audience
		- school paper
		- local paper
* **COMPANY-ORGANIZATION:**
	+ chosen by the student
	+ local
	+ non-profit
	+ not-for-profit
	+ governmental agency
	+ serving the underprivileged
	+ serving the social issue
* **OBJECTIVES:**
	+ to research
	+ to employ MLA
	+ to interview
	+ to persuade in writing
	+ to write with purpose
	+ to write to given audience
	+ to investigate a serious social issue
	+ to research a local company
	+ to consider needs of others
	+ to appreciate own lives
	+ to develop civic-mindedness
	+ to cultivate community awareness
* **ASSIGNMENTS:**
	+ ***4-6-page persuasive essay***
		- background on the issue
		- background, history, services of the company
		- persuade to donate or help
		- conclusion
	+ ***follow-up journal***
		- what gained from the experience
			* about issue
			* about company
			* about community
			* about self
* **PUBLISH:**
	+ in school paper
	+ in local paper
	+ on class blog or wiki

**SERVICE WRITING: ANALOGY of a SOCIAL ISSUE**

* Social Issue is like
* **PURPOSE**:
	+ to inform
	+ to promote understanding, appreciation of the issue

**SERVICE WRITING: THE CAUSES & EFFECTS of a SOCIAL ISSUE**

* The causes & effects of the social issue
* **PURPOSE**:
	+ to inform
	+ to prevent
	+ to lessen, decrease
	+ to inform, to promote understanding and appreciation

**SEMESTER SCHEDULE:**

* select & research the issue
* research tehniques, MLA
* analogy
* C&E
* persuasion