**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