

Essay 3: Further Down the Rabbit Hole

English 1301

Now that you've written a basic argument about your topic, you will add to it and develop a research paper. However, you should not just add 3 more sources that are similar to what you've already given. You need to focus on developing a specific aspect. We've talked about ideas for this in our conference, so use those ideas to develop another 2 ½ - 3 pages.

Most importantly, as you work on finishing this, look at your introduction and conclusion. Once you've added to your essay, the biggest danger is to assume this is the same paper. Remember, you're now focusing deeper or more specifically, and you need to adjust your beginning and ending to reflect your main point for the additional information and thoughts you've provided.

The same goes for your cover letter. Make sure you update it to fit your experience with putting Essay 3 together.

Beginning Considerations

The following outlines some of the introductory ideas you should keep in mind.

- While you already have a start on this with your previous essay, this essay is not the same. Not only is it in APA format, but it is also developed with more depth.
- Style: A formal essay should be written in your voice and from your perspective but will use a higher level of diction and language. However, it should not be forced.
- Formal essays are written in an objective tone and do not use personal pronouns.
 - Instead, you should use the specific noun or group you're referring to.
 - I.e.: audiences, readers, advertisers, consumers, teens, adults, men, women, children, etc.
- Purpose: The purpose of this essay is to look carefully at a topic and make a claim (thesis) about it, providing evidence in the form of facts, statistics, expert opinion, as well as examples from our world to back it up clearly indicating the value, importance, or compelling reasoning to see it this way.
 - That means you need to decide what value, importance, or reason there is for your overall position (thesis). That may be something that comes to you as you finish the essay.
- Do not try to convince or preach to your readers. Simply explain your analysis and why it's valuable, important, or compelling to see it this way.
- Audience: The audience for this essay is a college-educated audience. They are familiar general terms of most common fields, so you do not need to explain those general ideas. If you are looking at something very exclusive or esoteric, you may need to give some definitions or explanations. Ask your friends, teacher, and the writing center if they know what those things are or if they need a short explanation.

- You must use at least 6 sources. Four of them must be college-level sources; the others may be your topic or the thing that inspired you. (You can use more than 6, but as a general rule, you should not have more sources than you do pages of text.)
- We will do formal documentation for this essay. That means you need in-text citations where required and must have a references page.
 - For this essay, we will use APA format. We will also look at sample essays in that format.

Some other APA Resources

Citation:

- [APA Style](#): the official APA Style webpage. A great place to search for weird things you may need to cite. Here are a few other citation topics that might apply to this essay.
 - [Instagram](#)
 - [Online Media](#): Has links for social media and webpages
 - [Film and Television](#)
 - [Podcast](#)
- [The Purdue OWL APA page](#)
- [Writing down the Basics](#)
- [Writer's Reference](#), p. 849 for the guide to various in-text citations, and 850-852 for Reference page citations
- [Citing AI, APA style](#)

Final Essay

Begin work on putting this essay together by reviewing our discussion during conference and the grade sheet at the end of this handout. I grade looking for those things, so you need to make sure you keep those things in mind as you write. Since this is a formal paper, it should follow a fairly strict structure—the same one we used for the previous essay.

Remember, this is your goal:

- Write a formal essay in which look carefully at a topic and make a claim (thesis) about it, providing evidence in the form of facts, statistics, expert opinion, as well as examples from our world to back it up clearly indicating the value, importance, or compelling reasoning to see it this way.
 - That means you need to decide what value, importance, or reason there is for your overall position (thesis).

General Requirements

The essay should:

- Be correctly formatted: typed in a standard 12-point font, double spaced, correct heading and header

- Be at least 6 pages long, exclusive of your title page and references page.
- Utilize and correctly cite at least 6 sources. At least 4 of them must be credible and reliable sources. The other 2 may be your inspiration—a meme, video, song, tv show, etc. Do not use more sources than you have pages in your essay.
 - Definitions and terms do not count as sources, though they do need to be cited.

Tips

- ❑ Avoid the personal pronouns I/me/my. Instead, go with readers, viewers, consumers, buyers, advertisers, or something similar.
- ❑ Avoid you as if it will give you the plague, Ebola, or anything else equally frightening and life threatening. REALLY!
- ❑ Focus on your claim about an issue and presents a strong argument, clearly indicating the value, importance, or reasoning for supporting the point of view offered. That means you need to decide what value, importance, or reason there is for your overall position (thesis).
- ❑ Analyze and discuss how specific points
- ❑ Conclude by explaining what the ad reveals about contemporary culture: values, goals, acceptable roles in society, etc., and what this implies or reveals about our culture, desires, aspirations, or expectations.
- ❑ If a source is in your paper, it should be on the References page.
- ❑ If a source is on the References page, it should be in your paper and easy to find.
- ❑ In-text citations go at the *end* of the sentence or section.
- ❑ Quotation marks mean you are using the exact words—they usually require an in-text citation.
- ❑ With a paraphrase, you don't need quotation marks since you're putting it in your own words, but you still need an in-text citation and/or a clear signal phrase.
- ❑ Have someone read it out loud to you for a real idea of what you've said in your essay as opposed to what you think you said.

- Proofread, proofread, proofread, proofread, proofread, proofread, proofread, proofread, proofread, proofread, proofread, proofread, proofread, proofread, and proofread again!

Turning Your Essay In

See your schedule for specific instructions. Remember, I DO NOT ACCEPT LATE PAPERS DURING FINALS WEEK. I advise you to turn this in early enough that you can deal with any issues that may come up.

Grading Criteria

Your essay will be evaluated based on the following standards. Please review them and take them into consideration when finalizing your essay.

Essay 3: Further Down the Rabbit Hole	
Format/Professionalism	
Was the document uploaded in the correct file type? (doc, docx, odt)	
Is the essay correctly formatted? (APA)	
Does it meet length requirements? (6 pages, exclusive of title page and references page)	
Is it turned in on time?	
Is there a References page?	
Introduction	
Does the introduction move the reader into the subject the essay and focus on the topic?	<ul style="list-style-type: none"> • Writing down the Basics, pp. 48-50 for discussion and examples. • Writing an Introduction: 3 Steps (Slideshow version)
Is the thesis a clear statement that makes a claim about an issue and presents a strong argument, clearly indicating the value, importance, or reasoning for supporting the point of view offered?	<ul style="list-style-type: none"> • Developing a Thesis, • Creating a Thesis Statement, • How to Write a Thesis Statement (text and video)
Content	
Is the essay making an argument about an issue?	<ul style="list-style-type: none"> • Argument (UNC WC)
Does the essay use at least 6 sources? While 2 may be incredible or not college-level as an example or primary source, the other 4 should be college-level sources.	<ul style="list-style-type: none"> • Writing down the Basics, pp.62-65, Establishing Credibility.
Are sources smoothly integrated into sentences using signal phrases and transitions as needed?	<ul style="list-style-type: none"> • Writer's Reference, p. 836+ (pdf page number) Pay special attention to the section on Dropped Quotations and Signal Phrases,

	<ul style="list-style-type: none"> • Avoiding Dropped Quotations • Ashford University Writing Center: Integrating Research and their Video Tutorial • Signal Phrases and How to Use Them • A Guide to Rhetoric, Genre, and Success: Signal Phrases
	<p>Is research cited with correct parenthetical citations as needed?</p> <ul style="list-style-type: none"> • See pages 98-105 of <i>Writing down the Basics</i> • Citing Tables and Figures in APA • Writer's Reference, p. 849 for the guide to various in-text citations
Development	
	<p>Does the writer support the thesis with the right amount of logical, clearly discussed points, using specific details as support?</p>
	<p>Does the writing explain how the quotes/facts/statistics/examples support the thesis going beyond simply restating what the source information said?</p> <ul style="list-style-type: none"> • Developing Body Paragraphs
	<p>If appropriate, does the writing bring up and address any opposing views?</p> <ul style="list-style-type: none"> • Concessions & Counterarguments
	<p>Is the work organized to lead the reader through the thinking process that led to the writer's outlook on the topic?</p> <ul style="list-style-type: none"> • Organizing Your Argument
Conclusion	
	<p>Does the conclusion clearly bring together the argument as a whole putting it in the larger perspective?</p> <ul style="list-style-type: none"> • Make Your Last Words Count • Organizing Academic Research Papers: 9. The Conclusion • Writing Conclusions and Examples
Style	
	<p>Does the style—voice, tone, sentence style, and word choice—reflect the type of writing expected in this essay? (No I/me/my/you/your; formal tone and word choice.)</p> <ul style="list-style-type: none"> • How to Avoid Using Personal Language
Clarity	
	<p>Does the writing reflect grammatical and mechanical correctness expected at this level?</p>
References Page	
	<p>Are all sources correctly cited on the references page?</p> <ul style="list-style-type: none"> • Writing down the Basics • Writer's Reference, p. 850-852 for the guide to various types of sources
	<p>Are all sources used in the essay listed on the references page?</p>
	<p>Are all sources cited on the references page used in the essay?</p>