Imagine that you are fired up about an important global, national, or local issue and have taken a position on it. You want your message to be heard, but you don’t want to write a letter to a politician or attend a meeting. Instead, you decide to post a 5- to 10-minute YouTube video. In order to prepare material for your video, you research your topic, find at least six appropriate resources, and write a 1,200-word video script (essay) that incorporates your research. You are free to come up with your own explicit position or offer a response to what someone else has said on YouTube. Your script must include not only your research and position, but also other characteristic features of an argument: appropriate background information, a clear indication of why the topic matters, good reasons and evidence, attention to more than one point of view, an authoritative tone, and an appeal to viewers’ values. The script must follow all formatting conventions for MLA style—use signal phrases rather than parenthetical citations—but the writing itself should reflect your intelligent, thoughtful speaking voice. Your goal is to deepen the viewer’s sense of an issue’s complexity and, if you are successful enough, possibly change his or her view on the issue. Note: You are not actually videotaping the essay, simply writing the script for the video.

**PREPARATION SCHEDULE**

1. SAR report for pages 61-80 due November 3 (SAR grade)
2. Metaphor/analogy assignment due November 5 (10 points)
3. Song lyrics due November 10 (10 points)
4. Rapid first draft due November 12 (10 points)
5. Thesis statement assignment due November 17 (10 points)
6. Research assignment #1 due November 24 (10 points)
7. Peer review on November 24 (10 points)
8. FINAL DRAFT DUE DECEMBER 7 (60 POINTS)

**RUBRIC**

The following criteria will be used to assess your final draft:

- Does the introduction present the issue and thesis statement effectively, while it also evokes the viewer’s interest? (5 points)
- Are the ideas sufficiently complex? Are there good reasons in support of the thesis statement? Is the argument logical? (15 points)
- Are opposing or alternative views adequately and fairly summarized? Are the responses to the opposing viewpoints effective? (5 points)
- Is there appropriate, sufficient, and well-documented evidence? Is the argument well developed, with appropriate details? (15 points)
- Is the essay organized into a unified whole? Are there good transitions? Do paragraphs have topic sentences? (5 points)
- Is the language style effective? Is the tone appropriate? (5 points)
- Are the sentences well-constructed? Is the paper carefully edited? (5 points)
- Has MLA style been used effectively to format the essay and document the sources? (5 points)

(Rubric adapted from John C Bean's *Engaging Ideas* 277)