

Rogierian fact-based Arguments: Project Pitch & Group Write Assignment Guidelines

In small project groups, make a **10-minute formal argument pitch to the class** that's fact-based and cast within a Rogierian framework. Your verbal pitch work will be supported by an onscreen slide deck created in Prezi, a cloud based collaboration and presentation tool similar to Powerpoint or Keynote. Your primary challenge will be to identify and then solve a real-world problem by making a proposal for a service or product, or a combination thereof. Each member of your group must take an equal part of the presentation and in the building of your Prezi presentation.

(This project will also include a collaborative writing assignment called the **"Group Write"** which will be due one week *after* you've made your formal pitch to the class and will include a description of the argument strategies you deployed in your formal pitch and a post-presentation examination of the successes and failures of your own argument work given the feedback you will have received from your classmates. The Group Write is a **6-page minimum text document** that will be described separately later on in the unit.)

At the beginning of the 4-week unit, your group will determine what extant cultural problems it perceives and which one it would like to specifically address (e.g. networking inefficiencies, transportation innovations, access to limited resources, ineffective employment policies, etc.). You'll also be tasked with deciding who your group will be (e.g. middle managers, consumers, start-up founders, etc.) and who we, your imagined audience, will be (e.g. regulators, prospective employers, investors, executive management, etc.). You can choose to be a real company or a fictitious one. You can choose to solve a problem in a new way, or by outlining a solution you have found that's already out there. You may **not** sell a product or service as the primary project goal: your group must argue an idea or concept set or plan, etc. instead which may or may not *include* a product or service as part of the solution you are proposing. The text narrative you create for your pitch and Prezi may include actual data that you research and it may also include fictitious data that matches the tenor and intent of your project focus – both are acceptable.

Ultimately, the point of this group assignment will be to demonstrate mastery of the principles of **fact-based** argument as set within a **Rogierian framework** and cast in a business or professional setting. These are described at length in the assigned accompanying reading from *Everything's an Argument* and will be discussed in class at the beginning of the unit.

Project pitches must come in at 10 minutes, not more, not less, and be completely collaborative in nature. They will be due and presented in class 4 weeks from the start of the unit. A link to the Prezi you'll be constructing should be sent to me via email prior to the day of presentation. Projects are worth 20 points (with the accompanying Group Write worth an additional 20 points), must be comprised of a well-researched and well-practiced 10-minute Rogierian, fact-based argument pitch, and be supported by a well-constructed Prezi presentation rich in appropriate imagery, text, sound and video where appropriate. There is a single grade for the entire group, meaning that it will be incumbent on each group to support every one of its members to ensure that you all rise and succeed together.

HERE ARE A FEW EXAMPLES OF FACT-BASED ARGUMENT CLAIMS

Making a claim about fact or existence that's controversial or surprising:

- *Climate change is threatening species in all regions by extending the range of non-native plants and animals.*

Correcting an error of fact:

- *The overall abortion rate is not increasing in the United States though rates are increasing in some states.*

Challenging societal myths:

- *Many Mexicans fought alongside Anglos in battles that won Texas its independence from Mexico.*

Discovering the state of knowledge about a subject or examining a range of perspectives and points of view:

- *The rationales of parents who homeschool their children reveal some surprising differences.*