

Read the assignment carefully to make sure you address all aspects of the prompt. Decide which issues you are going to discuss. Determine the purpose of the assignment. What will you try to accomplish in your essay?

On-Demand Writing Assignment for Module 1

You will have 45 minutes to plan and write an essay on the topic assigned below. Before you begin writing, read the passage carefully and plan what you will say. Explain Cohen's argument and discuss the extent to which you agree or disagree with his analysis. Support your position, providing reasons and examples from your own experience, observations, or reading. Your essay should be as well-organized and as carefully written as you can make it.

“Retailers defend the approach to hiring based on image as necessary and smart, and industry experts see the point. ‘In today’s competitive retail environment, the methods have changed for capturing the consumer’s awareness of your brand,’ said Marshal Cohen, a senior industry analyst with the NPD Group, a market research firm. ‘Being able to find a brand enhancer, or what I call a walking billboard, is critical. It’s really important to create an environment that’s enticing to the community, particularly with the younger, fashionable market. A guy wants to go hang out in a store where he can see good-looking gals.’”

Explain Cohen's argument and discuss the extent to which you agree or disagree with his analysis. Support your position, providing reasons and examples from your own experience, observations, or reading.

Getting ready to write

1. What are the author's major claims?
2. What are the strongest claims? What are the weakest?
3. Have arguments been left out?
4. What can we infer about the author?
5. How does he appeal to our emotions?

Your tentative thesis statement

1. What specific question will your essay answer? What is your response to this question?
2. What support have you found for your thesis?
3. What evidence have you found for this support? (facts, statistics, statements from authorities, personal experiences, anecdotes, scenarios, examples)
4. How much background do your readers need to understand your topic and thesis?
5. If readers were to disagree with your thesis or the validity of your support, what would they say? What would you say back to them?

Organization of your essay

Introduction

- A “hook” to get the reader’s attention
- Background information
- Introduction of subject
- Statement of your opinion (thesis statement)

Body Paragraphs

- Common ground
- Lots of evidence (logical and emotional)
- Opposing point of view
- Response to opposing point of view

Conclusion

- Restatement of your position
- Call for action or agreement

Developing the content of your essay

1. Most body paragraphs consist of a topic sentence (or an implied topic sentence) and concrete details to support that topic sentence.
2. Body paragraphs give evidence in the form of examples, illustrations, statistics, and so on and analyze the meaning of the evidence.
3. Each topic sentence is usually directly related to the thesis statement.
4. No set number of paragraphs makes up an essay.
5. The thesis dictates and focuses the content of an essay.