

## English 102 Detailed Outline Assignment:

### An Detailed Outline for the Persuasive Research Essay

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For this assignment, you are asked to start thinking about The Persuasive Research Essay you must write next (writing assignment 2). This assignment is the second of three segments (annotated bibliography, outline, essay final draft) in completing this large research essay. You've already started researching and submitted 5 annotated sources to use in your research paper in the Annotated Bibliography Assignment, but now it's time to start brainstorming/prewriting and create an outline for your research paper.

To complete this assignment, please see the blank outline template below and submit it filled out with your own information/planning for your own persuasive research essay. This outline has a specific format, which is listed below with details, examples and a blank template for you to use/fill out with your topic. Your detailed outline submission must include all 3 sections listed: Topic Overview, Body Paragraphs and Conclusion. **The final draft of your outline must be 2-4 pages.**

**1. Topic Overview:** In this section, you should write up your introduction paragraph (See section 3 of your textbook, chapter "Drafting Introductions and Conclusions" for more help with this section.). This introduction paragraph should include:

- General information about the topic
- Background/context to help the reader understand both sides of the argument (list both sides of the argument as you see them)
- An overview of issues/points of view/ideas surrounding the topic
- Your thesis statement

**A note on your thesis:** Your thesis should make a statement that is supported by reasons: I believe this because of x, y and z reasons.

**Example Thesis:** Technology has positively influenced the business field because it has enhanced marketing, improved user interaction through advanced software programs, such as Microsoft Office, and it has helped make the work day more productive because of the invention of computers.

2. **Body paragraphs:** In this section, list at minimum 3 body paragraphs. For each body paragraph, write up the topic sentence, and provide at least 1-2 things you'll want to discuss in that paragraph. Then under each of the two things you'll want to discuss, pick a source from your Annotated Bibliography Assignment that you'll use in that paragraph to support that idea/thing you want to discuss.

**Example Body Paragraph:**

Topic Sentence: The positive impacts of technology on business have really brought about marketing development for business of all sizes. With the impact of social media advertisement, small and large businesses alike have been able to grow their customer base and improve profits. Twitter and Facebook are the best examples of how technology has really impacted advertising for the better.

- Will talk about detail/supporting idea: Twitter, how everyone now lists “follow us on Twitter” and how they include it in their advertising materials and post updates, sales and specials from their business.
  - Source I will use in this paragraph:

Cunningham, T. (2014, Dec. 07). *10 trends that will impact small businesses in 2015*. Retrieved from: <http://www.miamiherald.com/news/business/biz-monday/article4324659.html>
- Will talk about detail/supporting idea: Facebook, how Facebook pages have now become the new website. They're cheaper to maintain, but easier to use. Now lots of businesses have Facebook pages to keep their customers up to date on the happenings of their business.
  - Source I will use in this paragraph:

Bruno, K. (2010, Sept. 28). *Advertising week 2010: The advertising impact of facebook*. Retrieved from: <http://www.forbes.com/sites/marketshare/2010/09/28/advertising-week-2010-the-advertising-impact-of-facebook/>

**Body Paragraph:**

Topic Sentence:

- Will talk about detail/supporting idea:

- Source I will use in this paragraph:
- Will talk about detail/supporting idea:
  - Source I will use in this paragraph:

### **Body Paragraph:**

Topic Sentence:

- Will talk about detail/supporting idea:
  - Source I will use in this paragraph:
- Will talk about detail/supporting idea:
  - Source I will use in this paragraph:

- 3. Conclusion:** In this section, you should write up your conclusion paragraph, which should include some sort of summary of your main points and the message or idea you want to leave with your readers. See section 3 of your textbook, chapter “Drafting Introductions and Conclusions” for more help with this section.

**NAME:**

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Blank Outline Template

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1. Topic Overview:

2. Body Paragraphs:

a. Body Paragraph 1

i. Idea 1:

ii. Idea 2:

iii. Source(s) to use in this section:

b. Body Paragraph 2

i. Idea 1:

ii. Idea 2:

iii. Source(s) to use in this section:

c. Body Paragraph 3

i. Idea 1:

ii. Idea 2:

iii. Source(s) to use in this section:

3. Conclusion: