

English 393, Blended Learning

Proposal Assignment

- ✓ Length: Approximately 5-7 pages of text, double-spaced
- ✓ Supplements: Draft materials, Working Bibliography

Assignment Overview

The purpose of the assignment is to provide a researched, in-depth description of your topic and a blueprint of where you anticipate your work will take you in the coming weeks. It will be written in the form of a Proposal, detailing your current research and findings, discussing your primary, secondary and tertiary audiences in detail, considering your strategies for assessing the topic and the challenges you expect to face, and previewing the research you expect to conduct.

Requirements

All proposals must include the following sections. They don't need to be in this exact order or under these headings, but this is the information I'll be looking for when grading your Proposal:

- Context (1-2 pages): Describe the problem in detail. Begin with a compelling introduction to the paper that captures your reader's attention and answers this question: what is important about this topic? Your research should be documented with cited evidence; I'm no longer looking for anecdotes but for proof this is a problem that goes beyond your personal involvement.
- Audiences (2 pages): This section should include names, job titles, credentials, responsibilities, relationship to the problem, what makes them appropriate primary, secondary, and tertiary audiences for your Final Project, and how they'll benefit from your solutions. This section should be particularly detailed and researched (i.e., avoid assumptions), as understanding your audience is a key aspect to understanding your Project.
- Description of Project (1 page): This could either be a brief preview of your solutions or an in-depth outline of what your Final Project will entail. If you're writing a manual, you can discuss the topics you'll focus on, and why.
- Research & Challenges (1 page): Describe in detail your primary research (interviews, surveys), as well as the problems you expect to encounter and how you may overcome them.
- Conclusion: A tightly crafted, solidly written final paragraph summarizing your key points should end your paper.
- Sources (1 *separate* page): A properly formatted list of at least ten that will serve as your Working Bibliography.

Audience

For this assignment, I will be your audience. I'll be looking for evidence that you've put significant effort into considering and researching your topic and that you can clearly explain the problem as well as predict your coming work in a successful and effective manner. (Because of this, please note there will be no additional memo due with the Proposal.)

Citations

You are required to provide ten scholarly, credible sources, listed on a separate Working Bibliography. You may use on-line sources; however, Wikipedia and other dictionaries or encyclopedias are not appropriate for this assignment and may not be used. Newspaper articles, journal pieces, magazine columns, books, projects, proposals, formal recommendations, surveys, and personal interviews are all considered acceptable sources. As this is a working bibliography, many of your sources may change between now and the end of the semester, but it will indicate where your research is headed. At least **two** of your sources must be primary sources -- original research conducted by you specifically for this project.

Group Projects

All group members will write separate proposals and submit separate Working Bibliographies with sources that do not overlap. In addition to the above requirements, you'll each include a separate section detailing **only** your responsibilities.

Key points to keep in mind

- In-text citations and the Working Bibliography page must be properly formatted following an accepted style; make sure to identify which one you are using (e.g., APA, MLA) and provide an appropriate style sheet.
- You'll be graded not only Content (here, the thinking, planning, and research completed on your topic), but on Style issues (organization, grammar, clarity, readability, and cohesion). Make sure not to repeat prior mistakes!
- While headings and graphics are not required for this assignment, if properly used, they could both be extremely beneficial to your Proposal. (Hint: your audience appreciates well-chosen headings.)