

## Research Paper

**Overview:** Your research paper will be an on-going project throughout the semester. You will produce an outline, a first draft, a second draft, and a final copy. Throughout the semester, you will give and receive peer feedback and get feedback from me at different stages. Below, you will find more detailed instructions for each element of the paper.

**Purpose:** It is important for you to know how to tackle a long-term project and how to break that project up into smaller, more manageable parts. It is also important for you to be able to provide insightful, constructive criticism and receive it. Additionally, this paper is a chance for you to take a closer look at the industry you intend to enter as well as a chance to hone your writing skills prior to entering the workforce.

### Formatting Requirements:

- 12 point font, Times New Roman, 1 inch margins
- All Drafts = Double spaced
- Save all files as last name, first name – assignment name
- Only save/upload assignments as Word docs NOT pdfs, jpegs, or as Microsoft pages docs.
- All sources must be cited and listed under the references section
- Cite using APA formatting – 1 inch borders, in-text citations, page numbers, reference list, short and long quotes.

Assignment	Due Dates	Submission Format	Points Possible
Outline	Tuesday 2/21 by 9:00am	Google Drive	25
Outline Peer Feedback	Tuesday 2/28 by 9:00am	Google Drive	15
First Draft	Tuesday 3/21 by 9:00am	Google Drive & 3 Hard Copies	35
Peer Feedback 1 <sup>st</sup> Draft	Thursday 3/30 by 9:00am	Google Drive	25
Second Draft	Thursday 4/13 by 9:00am	Google Drive	50
Second Draft Meetings	Tuesday 4/18, Thursday 4/20, Tuesday 4/25	Bring what you need	NA
Final Paper	Sunday 5/7 by Noon	Google Drive	130

**Paper Topics** - Please select **ONE** of the options below. I do not necessarily expect you to answer all of the elements listed below each prompt. If you have an idea that does not fit into one of these options, talk to me and we can sort it out. If appropriate, the paper can include some personal insight; however, this paper should be focused on scholarly research that supports a clear, coherent argument.

**1. Analyze a company's brand**

- a. What does that company stand for?
- b. What are its self-proclaimed values?
- c. Does this company operate in ways that align with those values?
- d. Does the company operate ethically?
- e. How does the company cultivate its brand image?
- f. Analyze the company's brand image – images, ads, texts, products, ceo, crisis communication, politics, etc.
- g. What symbols, colors, ideas, tactics, marketing strategies, etc does it use to promote its brand?

**2. Analyze a company's crisis management strategy for a recent crisis/issue**

- a. What is the issue/crisis?
- b. What was the company's marketing/advertising strategy pre-crisis
- c. How has the company rebranded or otherwise altered its marketing?
- d. What specific crisis management tools/strategies did the company use and how?
- e. Analyze the marketing using the crisis management strategies.

**3. Analyze a series of ads produced for a particular company/product.**

- a. Is the set of ads you selected a series or a gathering of different ads produced over a period of time for that particular product or company?
- b. How does the company define normal, especially in terms of sexuality, gender, race, ability/disability, age, and/or socioeconomic class?
- c. What is the intended message(s) of this series of ads?
- d. What are the alternate messages for this series of ads?
- e. What theory or lens did you use to evaluate the alternate messages?
- f. What are the implications of those messages for this series of ads?

**4. Analyze a company's ethics using one of the ethical approaches we discussed in class**

- a. What ethical approach are you using? Define it.
- b. Identify the company and its actions you are analyzing.
- c. What are basic human rights and needs?
- d. How might the initial unethical actions breed more unethical results (ripple effect)?
- e. Evaluate the company's actions using the ethical approach you selected.

<b>Assignment</b>	<b>Instructions</b>
<b>Outline</b>	<ul style="list-style-type: none"> <li>• Name, Course, Due Date</li> <li>• Topic</li> <li>• Paragraph summary of tentative topic and why you are writing about that topic.</li> <li>• A tentative, working thesis</li> <li>• Outline of at least 3 major sections of your paper</li> <li>• At least 3 supporting details for each section</li> <li>• Save file as last name, first name – Outline.</li> </ul>
<b>Outline – Peer Feedback</b>	<ul style="list-style-type: none"> <li>• You will be organized into small groups according to last name.</li> <li>• Each individual should write two comments on each outline in the group.</li> <li>• Scroll to bottom of outline, write your name and your two comments there.</li> <li>• See examples of appropriate comments on website.</li> </ul>
<b>First Draft</b>	<ul style="list-style-type: none"> <li>• 4-5 pages, double spaced, 12pt Times New Roman font, 1 inch borders</li> <li>• Cite anything you quote or paraphrase</li> <li>• I expect to see a strong working thesis and intro paragraph</li> <li>• I also expect to see appropriate topic sentences and the beginnings of a strong argument</li> </ul>
<b>First Draft Review</b>	<ul style="list-style-type: none"> <li>• On the day the first draft is due, you will upload to Google Drive and also bring a three hard copies to class.</li> <li>• In class, you will be put in pairs or threes to read your first drafts aloud.</li> <li>• Each partner will complete a list of questions during the reading</li> </ul>
<b>First Draft Peer Feedback</b>	<ul style="list-style-type: none"> <li>• You and your new partner will have a folder of your own inside the First Draft Google Drive folder</li> <li>• Read your partner’s draft. Scroll to bottom and provide extensive feedback for your partner</li> <li>• You will be graded on the completion of these four questions: <ol style="list-style-type: none"> <li>1. State the thesis of this essay as you read it. How well does it make its case? Be specific</li> <li>2. How might the writer strengthen her/his argument? Be concrete.</li> <li>3. What is the strongest moment in this essay? How might you suggest the writer build on this strength to improve the paper overall.</li> <li>4. Is there a particularly weak portion of the essay? What is that and how might it be changed, improved, or altered in some way?</li> </ol> </li> </ul>
<b>Second Draft</b>	<ul style="list-style-type: none"> <li>• 7-8 pages, double spaced, 12pt Times New Roman font, 1 inch borders</li> <li>• Extend your argument – make sure your thesis is strong, specific, and clear.</li> <li>• Make sure your topic sentences are appropriate and add supporting details</li> <li>• Cite all references using APA</li> </ul>
<b>Second Draft Meeting</b>	<ul style="list-style-type: none"> <li>• Towards the end of the semester, we will schedule individual 30-minute meetings.</li> <li>• We will go over my comments during the meeting and discuss any other ideas or issues that are pertinent at that time.</li> </ul>
<b>Final Draft</b>	<ul style="list-style-type: none"> <li>• 8-10 pages, double spaced, 12pt Times New Roman font, 1 inch borders</li> <li>• Reference page for all sources - APA</li> <li>• Page numbers in the bottom right corner of each page</li> <li>• A strong clear thesis, strong intro paragraph, clear argument, supported by appropriate evidence, appropriate topic sentences are appropriate, and strong analysis</li> <li>• A clear, valid conclusion</li> <li>• Demonstrates consideration for peer and instructor feedback at all stages.</li> </ul>