

Eng 102: Communication Arts II — Guidelines for Formal Research Paper

Your topic is *Animal Liberation* as a book. The aim is not to address any particular issue raised by the book but to assess the book as whole. You have nearly four weeks before the deadline, and you should use that time wisely to do a good job, because this assignment counts for 500 points — half your total course grade.

The essay should include at least 15 paragraphs that do the following:

Paragraph 1: Introduce readers to the issue of animal liberation.

Paragraph 2: Briefly situate animal liberation in its historical and cultural context.

Paragraph 3: Briefly introduce readers to Peter Singer and his academic and political context.

Paragraphs 4-9: Accurately, fairly, and concisely summarize and evaluate each of the book's six chapters.

Paragraphs 10-11: Accurately, fairly, and concisely summarize and evaluate two *academic* responses to the book, one that opposes animal liberation, and one that supports it but on different grounds than Singer's. (These paragraphs are about what other academics have *thought* about Singer's arguments.)

Paragraphs 12-14: Accurately, fairly, and concisely summarize and evaluate three *political* responses to the book by representatives of the animal liberation movement, the animal-research industry, and the meat industry. (These paragraphs are about what people in the "real world" have *done* about Singer's arguments.)

Paragraph 15: Summarize your conclusions about the book's overall quality, argument, and importance.

Though for the most part this is an informative paper whose goal is to expand your readers' knowledge and help them make informed choices, it should end with a brief argument. You want readers to come away from your paper convinced of a few things about the overall quality and importance of both animal liberation (the movement) and *Animal Liberation* (the book).

In other words, you're engaged in a rhetorical exercise and should keep in mind the three points of the rhetorical triangle:

Pathos: You should think of your audience as the general campus readership — intelligent and reasonably well informed, but only vaguely if at all aware of Peter Singer and the specifics of animal liberation. Your readership includes vegetarians, cattle ranchers, and everything in between. Many of those "in between" will not at first think they have anything at stake in animal liberation.

Ethos: Even though this is a formal paper it is not written for other academics. You should try to present yourself not as a super-genius with a huge vocabulary but as someone who is intelligent, thoughtful, well-spoken, and fair-minded — and who has done their homework. Don't talk above your readers, but don't be folksy either.

Logos: Whatever your final conclusions, they should follow logically from the facts you present.

As usual, your essay should be double spaced in 12-point Courier New font with one-inch margins all around. It should use either MLA or APA style. Because of the late deadline you will have no chance to revise your final paper for a higher grade.

Deadline: 5 p.m. Friday, May 8.