

SAMPLE DISCUSSION POST:

UNIT 1

*Please note that this is a **sample** Discussion post to help inspire and guide your own original writing of the assignment. Your assignment does not need to look exactly like the sample, as this sample is just a possible response to the assignment prompt. Be sure to review the reading and grading rubric, complete each task in the instructions, and contact the instructor with any questions.*

DISCUSSION POST:

Hello everyone, my name is John and I live in Pennsylvania, about an hour west of Philadelphia. It's actually a pretty rural area, which is good, because I am the manager at a Christmas tree farm. This is why I am studying business management. I never really thought about using persuasive writing, but now I see that it can be a helpful approach to supporting my business.

One example of effective persuasive writing that comes to mind actually relates to Christmas trees. It was an article written by the president of the state Christmas tree growers trade association and published in the local newspaper. The article was about how people should consider buying a live Christmas tree over an artificial tree. Needless to say, it caught my eye due to the subject matter.

According to the Unit 1 reading "The Rhetorical Situation in College Composition II," using rhetoric can help to advocate for something or to write persuasively to convince our audience. In the case of the Christmas tree article, the rhetorical situation was to persuade the audience to purchase a live tree. The audience would be people who were thinking about buying a Christmas tree. The context might be that people have a choice between buying a natural product and an artificial product. The writer's argument included the fact that real trees are more environmentally friendly because they are not made of plastic, provide homes for wildlife while growing, and can be composted rather than going into a landfill for all eternity. I actually thought the argument was clearly made and very convincing. All in all, this article made use of effective rhetoric described in the Unit 1 reading because it stayed focused on things like audience and purpose.

If you had a business and you were trying to persuade your potential customers to choose your product over another, what are some of the rhetorical choices that you would make?

References

The rhetorical situation in college composition II. (2018). CM 220 Unit 1 reading.

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RESPONSE POST:

Hi John,

I've never actually been to Pennsylvania because I live in Nebraska, but we do have Christmas tree farms here! Like you, I am interested not only in improving my writing skills but also in running my own business someday. I can see now that the two go hand in hand.

I would love to read the article you discussed; could you provide a link?

To answer your question, I never really thought about the fact that there are other choices to make when buying a product that go beyond just things like its color or price. This could also be part of the rhetorical situation you mentioned in making the audience aware that there is also a "big picture" in terms of the environment to consider when purchasing a product. Maybe that's not the case with every business or every product, but it can be an important factor in persuading the audience when they do have a choice. It's kind of a "do the right thing" argument. It was definitely a new way for me to think about persuasive writing.

I'm always in such a hurry that I used to just sit down at the keyboard and bang out whatever I needed to for work. The results weren't always great. Now, I see that effective persuasive writing takes some planning to understand the rhetorical situation!

Samantha