unmcorewriting: 102 Writing the World Symposium, Spring 2012: Writing the World Symposium Profile Sequence
SEQUENCE #2: THE PROFILE

Weeks 5-10

For this sequence, you will be creating a profile of a place that interests you for a targeted publication. As Writing Today Chapter 5 explains, profiles “try to create a snapshot of a person by taking a specific, focused angle that allows the writing to capture something essential” (p. 57) about the person profiled. This is true for a profile of a place as well. Your goal will be to present the place you are profiling in the context of a theme or larger central issue about the place that goes beyond the surface, beyond factual details to larger questions. Because you will need to conduct primary research (i.e., interviews) for MWA, it is best to choose a local place and person to interview that is accessible to you. You will also need to choose a publication you feel would be a good match for your profile so that the opportunity to have the profile published is maximized.

All assignments and readings are due at the beginning of class. If you are not prepared for class, you may be required to leave and charged with an absence.

Sequence #2 Calendar

Monday,
Due: Review WT Chapters 2 and 3
Agenda: Introduce Profile
Assignment:
   Read WT Chapter 5

Wednesday,
Due:
Agenda: Chapter 5 Talk #1 in Discussion Groups
Assignment: 1. Bring in photos of your favorite place in Albuquerque and be ready to discuss why.
   Assign SWA 1

Friday,
Due: Bring in photos
Agenda: Discuss favorite places and give feedback. Free write on favorite place.
   Ch. 5 Try #2 - Discussion Groups
Assignment:

Monday,
Due:
Agenda: Put students into pairs. Give each pair a place on campus to observe and write a short profile (45 min). When students return to class they will share their profiles.
   Introduce SWA #2
Assignment: Finalize profile subject
   DUE SWA 1
   Type up short profiles from in-class observations and be ready to present.

Wednesday, 9/28
Due: Short profiles. Upload rough draft of SWA #2 to WebCT
Agenda: Present short profiles to class and have students give feedback.
Assignment: SWA #2 – WebCT Peer Review due Friday at midnight
Revise short profiles and turn in on Friday.

Friday, 9/30
Due: Short profiles.
Agenda: In Discussion Groups identify the themes of “The Near-Frame Experience” and answer A Closer Look
Question number 3.

Assignment: SWA#2

Monday, 10/3
Due: SWA#2
Agenda: Introduce Writing the World Symposium Poster Presentation
Assignment: Brainstorm Writing the World Symposium ideas

Wednesday, 10/5
Due:
Agenda: Review rhetorical situation for MWA 2. Exercises on writing according to the rhetorical situation.
Assignment: Work on rough draft of MWA 1

Friday, 10/7
Due:
Agenda: Discussion of MWA#1
Discussion Celebration of Writing Project
Assignment: MWA#1 - first draft due Monday 10/10

Monday, 10/10
Due: First Draft of MWA#1
Agenda: Peer Review Exercise for MWA#1
Assignment: Rewrite First Draft of MWA#1

Wednesday, 10/12
Due: Rewrite 1st draft of MWA 1
Agenda: Finalize Writing the World Symposium Project and distribution of work
Assignment: No class Friday – Break

Friday, 10/14
NO CLASS: Fall Break

CONFERENCES Monday, or Wednesday – NO CLASS

Bring to your conference:
1. Copy of your MWA#1 second draft
2. Peer review sheets
3. Question you have about your draft/profile

Friday,
Due: Third Draft of MWA 1
Agenda: Peer Editing Exercise
Assignment: MWA#2 final draft; bring stapled together the final draft, and peer review sheets

Monday,
Due: MWA#2, Final Draft and attachments
Agenda: Discussion Writing the World Project Status
Assignment: Reflective Memo Sequence

Wednesday,
Due: Reflective Memo Sequence
Agenda: Introduce next Sequence

Short Writing Assignment One: Short Research Report

Rhetorical Situation: Your intention is to publish this article in a historical magazine so before you write your profile you must first conduct research. You will eventual have to pitch this article to the magazine so you must make sure you have solid research in order to prove why a profile of this place will be interesting to the readership of the magazine. For this assignment, you will write a short 2-page research report on the place you have chosen. Answer the following
questions:
- When was this place founded/built?
- What important events have occurred at this place?
- What was the intended usage and how is it used now? Is this different from the original intention?
- Does this place need to be restored? Remodeled? Saved? Preserved?
- Who uses this place? Who has access to this place?

Short Writing Assignment 1 Rubric:

<table>
<thead>
<tr>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>Content: Your report addresses each of the bulleted prompts completely and concretely, and uses examples and evidence to back up your ideas and analysis. Your report shows evidence that you’ve considered the audience, purpose, and context of the profile genre. Your reader understands the background and significance of the subject of each profile piece.</td>
</tr>
<tr>
<td>20</td>
<td>Organization: Your report shows a clear progression of ideas and doesn’t repeat itself. Each paragraph makes a distinct point and includes relevant supporting details and examples. You lead your reader through your report by using topic sentences and appropriate transitions.</td>
</tr>
<tr>
<td>20</td>
<td>Style: Your report is written in a style that is neither too conversational (you avoid slang) nor too formal (you steer clear of words and phrases that “sound good” but don’t carry meaning). You succeed in informing and engaging your reader.</td>
</tr>
<tr>
<td>15</td>
<td>Surface Features: Your report is free of distracting errors of grammar, spelling, and punctuation, and reflects appropriate word choice.</td>
</tr>
<tr>
<td>5</td>
<td>Format: Your report follows MLA essay formatting (12 point font, Times New Roman, 1” margins, heading information).</td>
</tr>
</tbody>
</table>

Checklist
Remember to include all the necessary paperwork when you turn in your assignment:
- Final draft
- Copy of grading rubric

Short Writing Assignment Two: Profile Pitch Memo

Rhetorical Situation: With this assignment you have to convince a magazine editor to accept your proposed profile. So, you’ll have to pitch your idea in a convincing manner. Here is what you should include in your memo:

Introduction (should include the following):
- A short statement introducing yourself and your idea for a profile;
- A description of why your profile topic is timely;
- A statement about why your chosen magazine should feature your profile (why do magazine's readers need or want to know about the topic your profile features?);
- A description of your angle--what is your "hook" and why will readers care?

Project Progress(should include following):
A summary of the essential information you’ve already gathered about the subject of your profile;
- A description of your research process so far;
- A paragraph for each source you have found so far (3-5 sources total) in which you offer the title, author, place of publication, and what information you found relevant that you wish to incorporate into your profile.

**Conclusion** (should include the following):
- A closing statement describing how you will conclude your research and put together your profile. Include your projected deadline and contact information.

To complete this assignment, you will have to choose a specific magazine that you think will be interested in your profile. Address your memo to the editor of that magazine (you can base your choice on the discussions we have had in class on choosing and writing to your targeted audience).

This assignment should be written in the memo format. The memo’s heading should simulate the following:

**MEMORANDUM** (type this word at the top of the document in all capital letters)

DATE: 2012 (Date memo is sent)
TO: Recipient’s Name, Job Title.
FROM: (Your First and Last Name) (Initial by hand after your printed name)
SUBJECT: (Subject of the Memo—should be specific and appropriate for your rhetorical situation—not "SWA2")

**NOTES ON CONTENT AND FORMAT (see memo example on WebCT)** Do not simply answer the questions in each section—construct coherent paragraphs within each section. Be sure you provide transitional expressions between sections and topic sentences for each paragraph.
- Make sure you initial after your name in the heading.
- Make sure the memo is left aligned (no paragraph indentions).
- Single space the memo.
- Double space between each section.
- Type the document in 12pt, Times New Roman font.
# Short Writing Assignment 4 Rubric: Profile Pitch Memo (SWA2)

<table>
<thead>
<tr>
<th>Points Possible</th>
<th>Points Earned</th>
<th>Content:</th>
<th>Organization:</th>
<th>Style:</th>
<th>Surface Features:</th>
<th>Format:</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td></td>
<td>The memo content adequately responds to the bulleted list of items in the SWA2 prompt.</td>
<td>Each required section is clearly delineated. The content of each section is organized in a logical manner and paragraphs are framed by appropriate topic sentences.</td>
<td>The writer considers the audience (your chosen magazine editor) and purpose (to pitch your profile) by using vocabulary and tone appropriate to the situation.</td>
<td>The memo is free of distracting errors of grammar, spelling, and punctuation, and uses economical style (doesn’t repeat itself or use unnecessary words).</td>
<td>The memo adheres to memo format (heading, spacing, font, page layout).</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Checklist**

Remember to include all the necessary paperwork when you turn in your assignment:
- Final draft
- Copy of grading rubric

**Major Writing Assignment 2: Profile**

This assignment is the final assignment for the second sequence of this class. Profiles can be used to describe interesting people or places and their significance. Profiles attempt to create a snapshot of a place by looking at it from a very specific, focused angle that allows the writer to convey a theme, insight, or idea he or she considers essential. As you write your profile, you want to focus on revealing what you consider to be a fundamental attribute of your subject. For this assignment, you will profile a historical place in Albuquerque. You need to define what you mean historical and argue why the place you have chosen should be considered a historical site. Your angle must take on a new and interesting view of the site and prove to the readers of the magazine that this place is an essential and important aspect of Albuquerque’s culture and history. The place could be a building, a section of Albuquerque, a nature site, or any place in and around Albuquerque you feel needs to be restored, preserved, remodeled, or ‘saved’ in some aspect.

You need to make sure your assignment has all of the components of a profile: (1) an interesting angle that captures your subject, (2) a description that allows your readers to visualize the place you’ve chosen, (3) researched background information that describes the context of the place you’re profiling, (4) a theme—the central issue of your piece that allows you to explore larger questions and which is of interest to your audience. Be sure that your profile explains why the place you have chosen is a historical and important place in Albuquerque.

Create a profile with an engaging title and leads. Your narration of the place should be clear and concise—use active language that captures your reader’s attention and drives them through your profile.

Your profile should be at least three (3) pages in length (but no more than five (5)!) and should follow the submission guidelines in your syllabus.

---

# Major Writing Assignment 1 Rubric: The Profile (MWA1)

<table>
<thead>
<tr>
<th>Points Possible</th>
<th>Points Earned</th>
<th>Content:</th>
<th>Organization:</th>
<th>Style:</th>
<th>Surface Features:</th>
<th>Format:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td><strong>Opening:</strong> Your profile has an introduction with a “timely hook” that answers the reader’s implied question, “Why are you telling this story now?”</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td><strong>Content:</strong> Your profile provides a clear and compelling narration of significant events in your subject’s life in light of your chosen angle.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td><strong>Sources:</strong> Your profile uses quotes and details drawn from your research. You properly cite your sources, and you integrate them into the profile.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td><strong>Conclusion:</strong> Your profile ends with a conclusion that leaves the reader with an interesting “take-away” about your subject.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td><strong>Style:</strong> Your profile is written in a style that is neither too conversational (you avoid slang) nor too formal (you steer clear of words and phrases that “sound good” but don’t carry meaning). You succeed in informing and engaging your reader.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td><strong>Surface Features:</strong> Your profile is free of distracting errors of grammar, spelling, and punctuation, and reflects appropriate word choice.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td><strong>Format:</strong> Your profile follows MLA essay formatting (12 point font, Times New Roman, 1” margins, heading information).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Checklist
Remember to include all the necessary paperwork when you turn in your assignment:
- Final draft
- Copy of the grading rubric
- Rough drafts
- Peer review worksheet(s)

MWA Profile Poster Presentation
With your profile you will create a poster presentation for the Writing the World Symposium. This poster will be a visual presentation of your research. You need to show clearly why the place you profiled is an essential aspect of Albuquerque’s history and culture. This poster may be a call to action to save, restore, or preserve an important place in Albuquerque.
The poster must contain the following:
- Visuals (photos, charts, graphs, illustrations, etc.)
- Summary of research
- Summary of argument
- Resources available
- Ideas for conservation/restoration/preservation etc.