

Thesis Statements:

- not the best thesis statement
 - The website titled _____ can be analyzed from every rhetorical aspect we've learned about so far.
- passable thesis statements
 - In this paper I will analysis _____ 's campaign website for their rhetorical purpose and their created persona that will persuade people for vote for them.
 - This paper will briefly analyze how valuable it is to successfully use the tone of a webpage to invite viewers to act on a particular policy.
- good thesis statements
 - This analysis will show that _____ 's website has as its primary purpose the goal of formulating belief with a secondary goal of initiating action, and that the persona adopted is one of an engaged, personable professional.
 - Although at first glance _____ 's homepage may seem very basic, the tone and persona created have been carefully planned to support the primary and secondary purposes of initiating action and explaining.

Constructing Paragraphs:

- carefully consider carefully the "job" of each paragraph
- what should a paragraph do?
 - be supportive:
 - paragraph's main idea clearly develops the argument of the thesis
 - be considerate:
 - never interrupts fellow paragraphs to babble on about its own, irrelevant problems
 - shows up when and where it's supposed to
 - doesn't make a mess for other paragraphs to clean up
 - a considerate paragraph is a coherent paragraph: it makes sense within the text as a whole
- topic sentences: lame, but necessary
 - w/o a topic sentence, your paragraphs will seem jumbled, aimless
 - is the topic sentence **obviously relevant** to my thesis (and the assignment)?
 - does the topic sentence declare a **single point** of my argument?
 - 1 paragraph = 1 idea
 - if topic sentence points to 2 or 3 ideas, consider developing more paragraphs
 - is there a clear relationship btwn topic sentence and paragraph that came before?
 - does the topic sentence control my paragraph?
 - if paragraph seems to unravel...
 - does the topic sentence need to be re-written?
 - is the paragraph is moving on to a new idea that needs to be sorted out in its own paragraph?