

## 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?