

3), the ozone hole (chpt. 4), second hand smoke (chpt. 5), global warming (chpt. 6), Rachel Carson (chpt. 7).

In your essay, you will explain and establish the reality of this pattern by matching or connecting these two issues. For example, Tactic #1 used by the tobacco industry is the same as Tactic #3 used in the controversy over the ozone hole. You are establishing that this pattern exists by demonstrating its presence in another issue.

Structure for the Essay

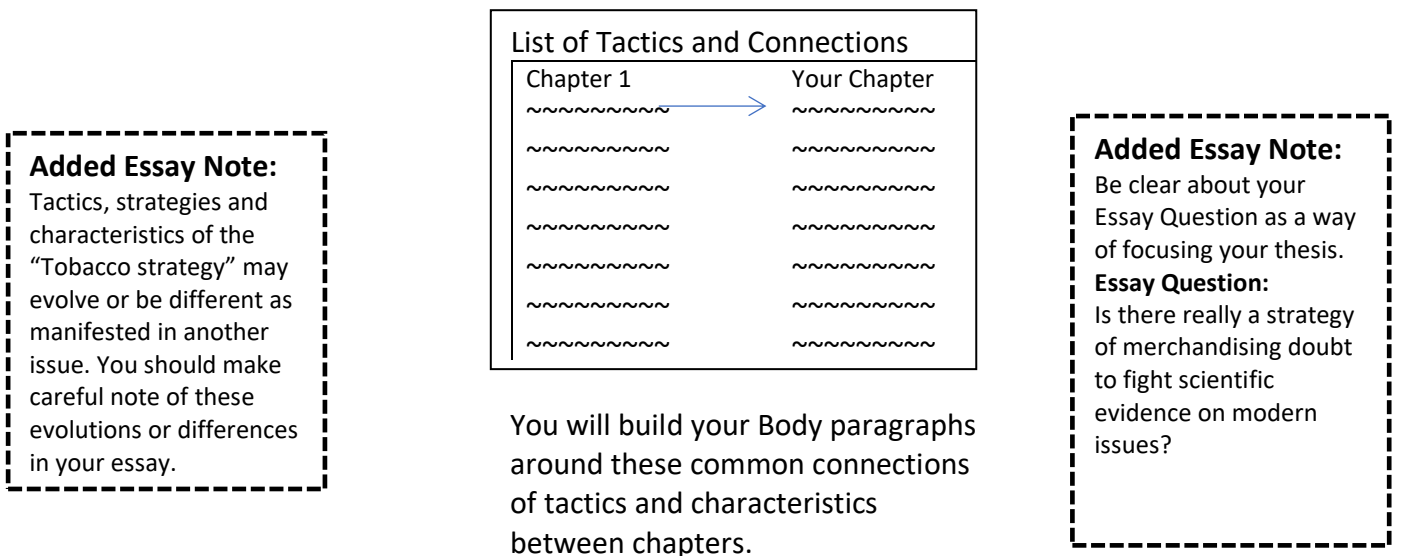
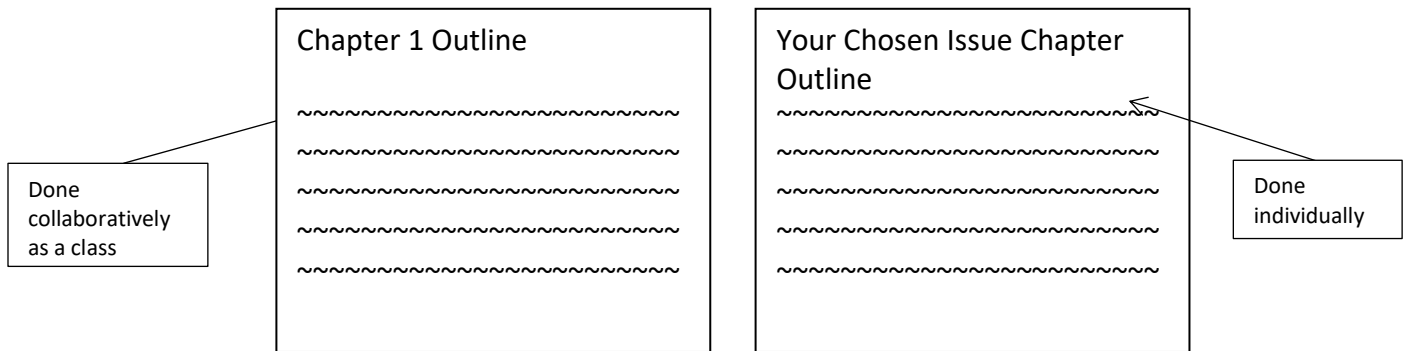
You will need an introduction, body, and conclusion. In the body of the paper, you should structure your paper around common tactics or characteristics of the pattern that exists in both issues:

- I. Introduction
- II. Common Tactic/Characteristic #1
- III. Common Tactic/Characteristic #2
- IV. Common Tactic/Characteristic #3
- V. Common Tactic/Characteristic #4
- VI. Conclusion

(Students wanting to be considered for an “A” will explore four tactics.)

Outlining the Chapter on Your Chosen Issue, Listing Connections

A preliminary task for writing the essay will be reading your chapter (and re-reading it) carefully. You should read the chapter closely, and critically (annotating and taking notes). Then, you will create a chapter outline which identifies the tactics and characteristics of the merchandising doubt pattern. You will turn this chapter outline in as an assignment, along with a list of connections between your issue and the chapter on tobacco.





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