

COM 211 Individual Assignment 2 – Argumentative Essay

This assignment will be a short essay that will be related to your team project. While each student will write their own essay, team cooperation is a part of this effort. We will discuss the structure and writing of this “argumentative essay,” during Week 5.

The essay will be about why your team’s idea for the company you have chosen is a good idea (i.e. “I believe Apple should offer unlimited storage for all iCloud accounts because it will increase loyalty, add significant value to an iCloud account, and create an incentive for the public to buy Apple devices.”). Each team should proceed as follows:

- Work together to develop a good idea for the company you have chosen. Remember that your job will be to ultimately persuade this company to adopt your idea.
- Once you have determined your idea, the team should then brainstorm to come up with as many reasons or benefits for the team’s idea. The example above suggests 3 reasons for the “unlimited storage idea.” Each team should collectively come up with 10-15 reasons for their idea, which then can be distributed among the team members. In that way, each team member will already have the elements to create a thesis statement for their essay and can then concentrate on coming up with evidence to support the reasons provided by team brainstorming.
- Each team member must write their own essay in their own words, incorporating the team idea and the 3 reasons assigned/shared by the team. The completed essays should be submitted to the Individual Assignment #2 dropbox by midnight, **October 15, 2023**. *Each team member must upload their own essay* to the dropbox. The dropbox is set up to accept all uploads.