

RESEARCH PAPER, ENGLISH 100 (Ian Cresswell)

This paper is to be 4 pages in length (not including your Works Cited page), typed and double-spaced. It must have an informative academic title (ie, not simply 'TV' or 'Analysis of TV'). **You are expected to use proper MLA citations**, including a Works Cited page at the end of your paper. Please remember that Works Cited means just that: works you have actually cited in the body of your essay. **Please also remember that if you do not cite your sources in the body of your essay (as well as in the Works Cited page), you will have failed to complete the assignment** (see *The Capilano Writing Guide* pp.124-133 provides a good example of how to do it). If you wish to use APA instead, that is fine. **ON THE FRONT PAGE OF YOUR PAPER, PLEASE THEREFORE INDICATE WHETHER YOU ARE USING MLA OR APA.**

You must refer to at least four separate academic research sources; of course, you can refer to more if you wish (including non-academic sources). **If you do not show at least four academic sources I reserve the right to fail your assignment for that reason alone.** Please note that the text you are analyzing (ie, the speech, song lyric or advertising campaign) **does not** constitute one of your academic sources.

The sources you refer to should be appropriate for academic research; in other words, you should not refer to encyclopedias or dictionaries (which are not scholarly resources as such, because they do not take an informed position on an issue, contributing to our knowledge). **The sources you use should be written by people with academic/scholarly credentials** – so, if you are finding your sources on the internet, you will be looking for sources having a university or professional society affiliation, or an author having scholarly credentials. Many academic texts are available on the University's Library's site; using this facility is fine. Please note that journalism is not generally considered academic in nature (by and large, journalists are involved in selling their publications); you should not therefore include newspaper articles or editorials in your four academic sources.

TOPICS

Choose ONE of the following:

- 1 Find a political speech and analyze the language being used; then, broaden your analysis to take on board the historical and socio-political context of the speech. This is where your research can come into play: to whom is the speech being addressed, and why? How clever is the politician in communicating the message? What is the message? What actually happened as a result of the speech? Remember, an important part of university writing is the critical thinking that informs this type of writing. So, what do you think about the speech? Is it a good speech? How do we define 'good?' You see, the questions never end...

- 2 Find some advertisements, and analyze their use of language. Use your research to explore how language is being used to manipulate the listener/reader. Then go a step further: what does this use of language say about one of the following: gender, sexuality, race, class, culture, politics, the environment? Think about beer adverts, or hybrid cars...
- 3 Find a hip-hop song lyric (or set of lyrics) and analyze the use of language. What is the message of the song, and how is it being communicated by the language? Then, broaden your analysis: what does this type of language say to the youth of today? Is it good/healthy? If so, why? If not, why not? Are there any (academic) studies that you can draw on relating to the influence of hip-hop lyrics on the youth of today? What do you think?

NOTE: For all the above, the starting point should be some reading. Make notes, have a think and then formulate a thesis statement. The thesis is crucial; you must be arguing for or against something, so that your analysis of the text you choose is done in such a way as to support your thesis. Please remember that every paragraph you write should develop an aspect of your thesis.