

DRWS 305W/Short Paper #1/McDougall

The thesis of the chapters we read and discussed in class of Christopher McDougall's *Born to Run* is fairly obvious: Running companies did enormous damage to runners and pretty much killed off competitive running in our country. Your task here is to assess the effectiveness of his rhetorical strategies/the writing techniques he uses to 'prove' his thesis/points. With that in mind, please write a 2-3 page (typed, double-spaced, MLA-formatted) essay that identifies and evaluates the techniques/strategies he employs, making certain to use specific, cited examples for support. Finally, what does all of this suggest to you about "Big Business's" influence on human performance and achievement? Remember to be thorough and detailed in your analysis.

Grades will be determined by the following criteria: Does your paper directly address the assignment's requirements? Does your writing conform to the general guidelines of the English language? Is your paper organized in a logical and appropriate manner? Please attach your draft to the final copy (no draft, no 'A,' no exceptions), and remember that grades go down a 'notch' for each day papers are late. Any questions?

This assignment is designed to address the following DRWS Learning Goals: Respond effectively in writing to issues and arguments raised in... texts; apply critical reading strategies to... texts; work with demanding readings to learn and interpret, incorporate, and evaluate these readings; use writing as a way to learn – to think about, question, and communicate ideas; understand the relationship among language, knowledge, and power; develop successful, flexible strategies for generating, revising, and editing texts; critique their own and others' texts; effectively integrate... sources, amongst others.