



BUILDING A CHEESEBURGER...
AKA an Argumentative Essay




WARNING!

1. This presentation will inform you of a **FORMULA** for your argumentative essay. A formula is great for beginners, but not so great forever. We hope you will graduate from using this formula as you become skillful writers in high school and especially college.

However, for now, it is important for you to get the **BASICS** of argumentative writing down. Then, later on, you can add the arugula, truffle oil, artisanal breads, and imported cheese varieties to your burgers. **FOR NOW, KEEP IT SIMPLE!**

2. After going through this presentation, you will be very hungry and may have a strong desire to go to In-n-Out to order a #2 (animal style).





THE INTRODUCTION

It's all about that perfectly toasted hamburger bun.
Don't write a soggy introduction that will make your essay fall apart.

ELEMENTS OF A GOOD INTRODUCTION:

THE BREAKDOWN – SPECIFIC DETAILS CAN BE FOUND ON THE FOLLOWING SLIDES

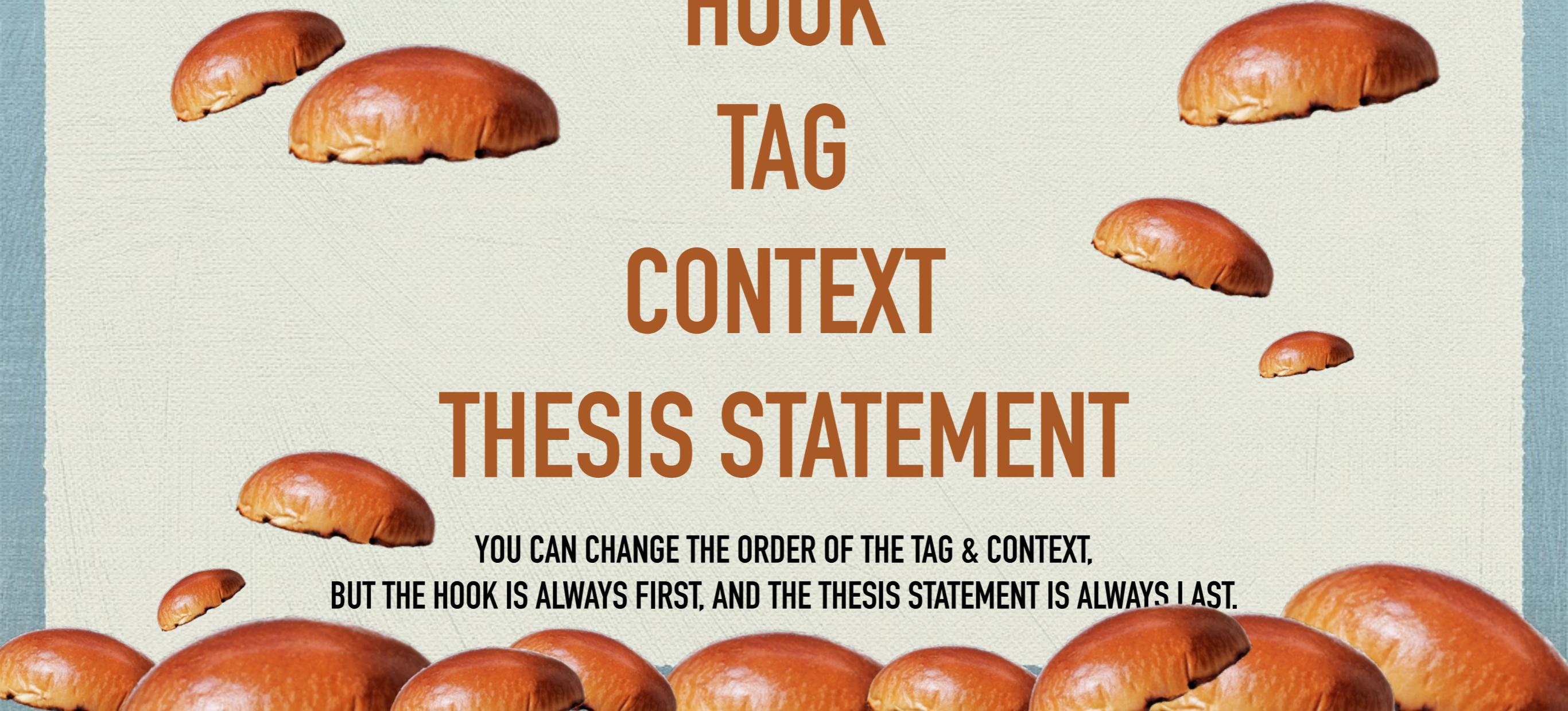
HOOK

TAG

CONTEXT

THESIS STATEMENT

YOU CAN CHANGE THE ORDER OF THE TAG & CONTEXT,
BUT THE HOOK IS ALWAYS FIRST, AND THE THESIS STATEMENT IS ALWAYS LAST.



THE HOOK

Use a an intriguing example, a provocative quotation, a puzzling scenario, a vivid and perhaps unexpected anecdote, or a detailed description of a situation or scene, an insightful observation about the issue or topic of the essay, etc . . .

At Mendez, red-dyed fingers are a common scene as countless students dip their hands into bags stuffed with spicy and fiery Hot cheetos. Little do they know that they are ingesting chemicals and fats that are harmful to the body and have no nutritional value.



QUESTIONS ARE NOT ALLOWED! Like broccoli, questions are great! However, in cheeseburgers, they do NOT belong! Don't say "In this paper, I will argue about..."

THE TAG

Somewhere in your intro, you need to have the title, author, and genre of the texts that you will be pulling evidence from. The way you integrate the TAG shows how skillful of a writer you are. It should not be JUMPY and DISJOINTED.

My evidence comes from an article. It is by John Goodman. It is cool. Junk food is not cool. It is bad. = DISJOINTED! (Don't say "my evidence" — Actually, don't even say the word "textual evidence?")

THE CONTEXT

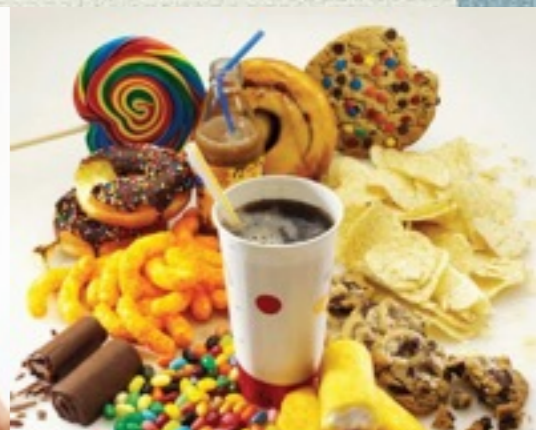
Build the background information!

Are you going to be discussing the debate about junk food? Then, explain why there is a debate about junk food in America today! Don't just throw the reader into your topic. Build it up and provide enough context, so the reader will be ready to hear your argument by the time you reach your thesis statement!

THE THESIS STATEMENT

Pick a side and include **THREE** main reasons why you pick that side. These **THREE** reasons will end up being your **THREE** body paragraphs!

EX: Junk food should be banned in schools because it contributes towards childhood obesity, lacks nutritional value, and causes a distraction in school.





THE BODY PARAGRAPH

THE SPECIAL SAUCE, MEAT, CHEESE, LETTUCE, AND TOMATO...

WHERE ALL THE JUICY AND FLAVORFUL IDEAS ARE.

ELEMENTS OF A GOOD BODY

PARAGRAPH:

BODY PARAGRAPH #1 : Transition word, topic sentence that includes reason #1 (from your thesis statement). A sentence that leads into the first textual evidence and builds support for the reason your paragraph is about. Integrate your **FIRST** piece of #TE with a citation and quotation “marks” (unless you are paraphrasing). Commentary and analysis – explain how the textual evidence supports your reason #1. Then, lead into your second textual evidence to build up to your #TE. Integrate your **SECOND** piece of #TE with a citation and quotation marks. Now, you need some more commentary and analysis explaining how this #TE supports your reason #1. You need a concluding sentence.

ELEMENTS OF A GOOD BODY

PARAGRAPH:

BODY PARAGRAPH #2: Transition word, topic sentence that includes reason #2 (from your thesis statement). A sentence that leads into the third textual evidence and builds support for the reason your paragraph is about. Integrate your THIRD piece of #TE with a citation and quotation “marks” (unless you are paraphrasing). Commentary and analysis – explain how the textual evidence supports your reason #2. Then, lead into your fourth textual evidence to build up to your #TE. Integrate your FOURTH piece of #TE with a citation and quotation marks. Now, you need some more commentary and analysis explaining how this #TE supports your reason #2. You need a concluding sentence.

ELEMENTS OF A GOOD BODY

PARAGRAPH:

BODY PARAGRAPH #3: Transition word, topic sentence that includes reason #3 (from your thesis statement). A sentence that leads into the fifth textual evidence and builds support for the reason your paragraph is about. Integrate your FIFTH piece of #TE with a citation and quotation “marks” (unless you are paraphrasing). Commentary and analysis – explain how the textual evidence supports your reason #3. Then, lead into your sixth textual evidence to build up to your #TE. Integrate your SIXTH piece of #TE with a citation and quotation marks.

Now, you need some more commentary and analysis explaining how this #TE supports your reason #3. Include a COUNTER ARGUMENT with good reasoning — Explain how a viewpoint or perspective of the other side of the debate is wrong, incorrect, misleading, etc. . . . You are arguing FOR your side by explaining how the OTHER side is wrong. You need a concluding sentence.



THE COUNTER ARGUMENT OR OPPOSING CLAIM

Fries make everything better.

A counter argument makes your essay better.

THE COUNTER ARGUMENT

SENTENCE STARTERS

- ◆ Although _____ believe that “_____,” they are mistaken because _____. In fact, the text states that _____.
- ◆ Opponents of this idea state that “_____,” however, they are incorrect because _____.
- ◆ Proponents/Supporters may say that “_____.” Their thinking is flawed because _____.
- ◆ The other side may argue that “_____.” but their argument is very weak because the facts show that _____.



ELEMENTS THAT MAKE BURGERS TASTE EVEN BETTER.

Boost the flavor.

Boost your grade!

SAUCY.

Instead of writing “says,” you can use the following phrases: concludes, remarks, asserts, defines, states, indicates, rejects, emphasizes, believes, informs, clarifies, implies, speculates, urges, reports, recalls, ends with, denies, continues to, concurs, agrees that, disagrees with, describes ____ as, affirms that, acknowledges that, adds, argues, confirms, admits, mentions, concludes, insists that,

Try not to use “to be” verbs too often (am, is, are, was, were)

Incorporate figurative language and imagery (metaphors, similes, personification, descriptive sensory details)

Create a sense of cyclicity to your essay – start and end your essay with the same ideas or concepts. This creates the “WOW” factor in any piece of writing.

Refer to current events or allusions when you analyze your textual evidence and make connections to the thesis statement/main argument of your paper.



THE CONCLUSION

It's all about that perfectly toasted hamburger bun.
Don't write a soggy conclusion that will be left behind.

THE CONCLUSION

YOUR CONCLUSION: Transition word + topic sentence that alludes or refers back to the **THESIS STATEMENT** in a new way (or you can simply repeat your thesis statement). Explain why this issue is significant – what makes it worth knowing, who does it affect, why should people care, what makes this issue relevant today?

PLEASE AVOID SUMMARIZING YOUR ENTIRE PAPER AND BEING REPETITIVE! THE PURPOSE OF YOUR CONCLUSION IS TO MAKE THE READER FEEL THAT THE TIME SPENT READING YOUR PAPER WAS TIME WELL SPENT. IT'S YOUR LAST CHANCE TO PERSUADE THE READER TO BELIEVE YOUR POV.

NEVER. NOPE. NO. NADA.

STUFF, THING, GOOD, COOL, BAD, SAD, ANNOYING, STUPID, DUMB, SLANG WORDS, CURSE WORDS, ABBREVIATIONS USED FOR TEXTING, EMOJIS, QUESTIONS IN THE HOOK, "I WILL BE TELLING YOU ABOUT," "I JUST TOLD YOU ABOUT." "THIS ESSAY IS GOING TO BE ABOUT." "MY THESIS STATEMENT IS . . .," "THAT WAS MY TEXTUAL EVIDENCE," "THE TAG IS THIS . . ."

REPETITION – DO NOT REPEAT YOURSELF OVER AND OVER AGAIN, ESPECIALLY IN YOUR COMMENTARY. Your commentary is NOT a rephrasing of the textual evidence again in your own words. REPETITION IS NOT TASTY!

