**Going For the Look, But Risking Discrimination**

*ERWC English 12*

*Spring 2018*

**ERWC Overview:**

For the second semester of English 12, students will be engaging in multiple units of the ERWC. For each unit: students will complete a writing assignment in class, submit their writing online, and receive peer review. At the end of the semester, students will then choose one final paper to revise, strengthen and submit at the end of the semester.

All first draft submissions will be scored by peers, and those scores will help direct students to determine what skills they should focus on mastering.

**Essay Requirements:**

* Must use evidence from valid personal experience or observation as well as the ERWC sources/articles in your response; use at least two direct quotations from the article.  
  *Students may use additional sources of research not originally provided, but are not required.*
* Must use a thoughtful paragraph structure, including a counterargument, with clear topic sentences to form a well-connected argument.
* Must use a strong thesis that establishes a clear and logical argument.
* Must use correctly integrated quotations.
* Must balance evidence with thorough commentary and context.
* Must include a Works Cited Page and accurate page formatting following MLA guidelines.

**ASSIGNMENT I: PERSONAL OPINION ESSAY**

**Prompt: Going For the Look, But Risking Discrimination**  
In the article “Going for the Look, but Risking Discrimination”, by Steven Greenhouse retailers defend the approach to hiring based on image as necessary and smart, and industry experts see the point.

“In today’s competitive retail environment, the methods have changed for capturing the consumer’s awareness of your brand,” said Marshal Cohen, a senior industry analyst with the NPD Group, a market research firm. “Being able to find a brand enhancer, or what I call a walking billboard, is critical. It’s really important to create an environment that’s enticing to the community, particularly with the younger, fashionable market.”

Explain Cohen’s argument and discuss the extent to which you agree or disagree with his analysis. Is this strategy smart? Is it discriminatory? Should it be legal? Why? Support your positions, providing valid reasons and specific examples from both the article and your own personal experiences and observations.

Outline

Introduction Paragraph:

Hook:  
Transition:  
Explanation:  
Thesis:

**Evidence – Examples - Details**

Conclusion: *Present a new, relevant idea that you have not explored*  
 *Restate the thesis in a new way*  
 *Discuss any additional evidence or commentary you could not find a place for in the essay*

Body Paragraph 3 (Reason #3)  
Source 3 / Counter Argument  
Topic Sentence:

Body Paragraph 1 (Reason #1)  
Source 1  
Topic Sentence:

Body Paragraph 2 (Reason #2)  
Source 2  
Topic Sentence: