

# Always Running: In-Class Essay 11/12 & 11/13

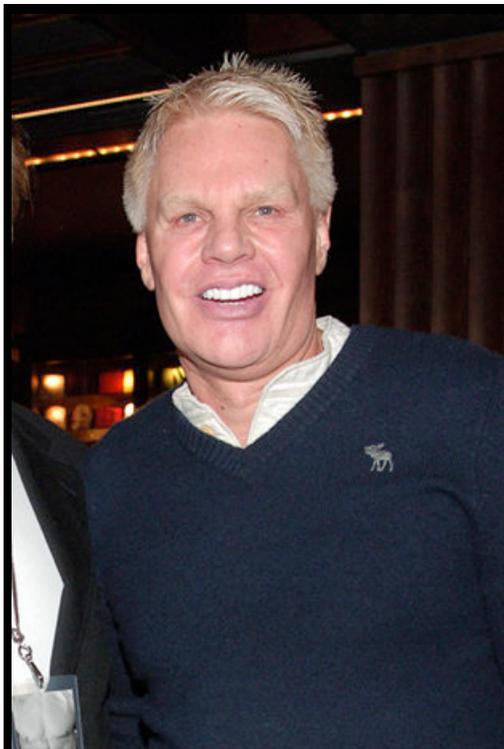
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- **Essay Basics!**
  - **Thesis**
  - **Topic Sentences**
  - **Commentary**
  - **Organization & Style**

# “Going for the Look, But Risking Discrimination”

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**Do you agree or disagree that hiring “walking billboards” is a smart strategy for business?  
How so?**



“In every school there are the cool and popular kids, and then there are the not-so-cool kids.

We go after the cool kids.

A lot of people don't belong, and they can't belong.”

- Mike Jeffries  
CEO, A&F

# Let's Talk Main Argument

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We want to say that we agree with this idea:

**“...hiring based on image [is] necessary and smart...”**

*These are our three reasons why:*

- 1) It is an effective practice**
- 2) It is not illegal**
- 3) It is not discriminatory**

## **Thesis Example #1**

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Hiring based on image is smart and necessary because it works, and it is not unfair or against the law.

# Thesis Example #1: Lower Level

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- *Hiring based on image is smart and necessary because it works, and it is not unfair or against the law.*

Although this is not missing any essential pieces of a thesis, it would be considered a **weak thesis**:

- **Simple structure:**  
“This” **because** of “That”
- **Three point thesis / a listing thesis**
- **Diction is low level**

# To Give a Thesis Stronger Form

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- Use **Qualifiers** like “**although...**”, “**when...**”, “**since...**” and “**if..., then...**”
  - *Qualifiers help eliminate reliance on the word “because” and result in a more mature sounding argument.*
- Also, **move away from a listing / three point thesis**
- **Improve diction:**
  - Use **precise, accurate language**
  - Borrow from the text
  - Use active voice!

## Thesis Example #2

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Although hiring employees to fit an image may look like discrimination, businesses should continue to use this practice which is effective, not unfair, and not against the law.

## Thesis Example #2: Middle Level

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- *Although hiring employees to fit an image may look like discrimination, businesses should continue to use this practice which is effective, not unfair, and not against the law.*
- This is considered a **fairly strong thesis**:
  - **Not reliant on** “This” **because** of “That”; rather **uses**, “This” **IS** “That”
  - **Uses qualifier** “although...”
  - However, is **still uses a three point thesis / a listing thesis**

## Thesis Example #3

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Even though hiring employees as “walking billboards” may be misinterpreted as discrimination, businesses would be wise to use this effective and legal strategy.

## Thesis Example #3: Higher Level

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- *Even though hiring employees as “walking billboards” may be misinterpreted as discrimination, businesses would be wise to use this effective and legal strategy.*
- This is considered to be a **very strong thesis**:
  - **Clearly states claim without “because”**
  - **Is not a three point thesis / a listing thesis**
  - **Uses precise and accurate diction**

# Let's Talk Main Argument

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Even though hiring employees as “walking billboards” may be misinterpreted as discrimination, businesses would be wise to use this effective and legal strategy.

*DO THIS: Underline three elements of this thesis that could be expanded on for different body paragraphs.*

# Let's Talk Main Argument

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Even though hiring employees as “walking billboards” may be **misinterpreted as discrimination**, **businesses would be wise to use this effective and legal** strategy.

*NOTICE THAT...*

The whole essay should NOT be spent **making an argument**.

**MOST** of the essay is spent on presenting the facts.

A) It is effective.

B) It is legal.

C) It is not discriminatory

# Let's Talk Organization & Style

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- **Topic Sentences** should introduce an argument, **NOT** a fact or a piece of data.
- Just like a thesis, **a topic sentence should be clear, direct, and DEBATABLE.**
- If I am writing a body paragraph about how hiring walking billboards is an effective hiring strategy...
- **Weak TS:** “Companies like Abercrombie and Fitch Hire ‘walking billboards’.”
- **Stronger TS:** “**Companies like A&F hire good looking people as ‘walking billboards’ because it is an effective way to get people into their stores.**”

# Let's Talk Commentary

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- **Alternate between evidence and commentary!**
- DO go back and forth between lines of examples and analysis
- **Keep asking yourself: “Why is this important?”** after every example when doing analysis
- **Two ways to insert analysis:**
  - 1) **Golden Lines style**
    - Quotation > Summary > Context > Analysis
  - 2) **“Quotation Sandwich” style**
    - Context > Quotation > Analysis
  - 3) **“Say Mean Matter” style**
    - Quotation > Summary > Analysis

# Let's Talk Organization & Style

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- **Introductions** can be a good place to start to **include the relevant background information**
  - **Hook >**
  - **Transition >**
  - **ID the text >**
  - **Main Argument (ie: thesis)**

# Let's Talk Organization & Style

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- When you think about organizing your essay, think about not only explaining your stance, but also putting information into context:
- **Think about: *Should this body paragraph:***
  - **Explain background info**
  - **BUILD a case**; don't use a "listing" style
  - **Fully expand on a part of the thesis**
  - **Use a counter-argument**

# Let's Talk Organization & Style

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- **Conclusions** are a chance to...
  - Present a **new, relevant idea**
  - **Restate the thesis** in a new way
  - Discuss any **additional commentary** you could not find a place for in the essay