**Class 24: Arguments, esources + journals,**

Quiz #12READ “Selling Walmart” : 72-86  
Do you think being public in political agendas is worth the risk (increase customer points of contact or purchases) or can alienate too large a reactionary demographic.

Think Chik-Fil-A...

For next class **For 11/13 T** Read 151-157 “A Virtual World but Real Money::

What is a form of alternative 'money' or 'reward' that a company or industry could use to reward customers while saving money by establishing a partnership with some other business with 'cool' or 'positive' factor

For example: Coke rewarding w/soda caps that allowed free downloads of artists from a record label that accepted a partnership with Coke)

PAPERS RETURNED TUESDAY

A)Research paper due 11/29, in 11 days!

**1)Three steps for Research part of paper:**

**I) One approved thesis**

**II) Gather list of potential subtopics/arguments that will become topic sentences (one per paragraph)**

**III) Details/Quotes: one or two pieces of evidence from a source, usually word for word “within quotes,” with citation [credit to where you got it from]**

**\*Then you try to figure out which subtopics/arguments you will keep, which details/quotes can match under each.**

ARGUMENTS TIPS

1)Always start your early research with at least 2 more than the minimum you need

2)Make sure your arguments **ACTUALLY ARE** arguments for all part of the thesis

3)Rate/Put arguments in order of strongest or easiest to understand, first

4)arguments that you cannot find good quotes/evidence may need to be abandoned or replaced

**What about Counterarguments**?

You need 1 counterargument argumentative paragraph for the 1st paper.

Some 102’s will want counterarguments for EVERY argument.  
1)Bring up the opponent/opposite side’s point/ counter to your side.

2) Attack it/ defend against it/ or show that it is faulty

**ARGUMENTS DEBRIEFING:**

**1)Not all arguments work  
2) Some arguments won’t work because you can’t find supporting quotes  
3) Some arguments are weakened by bad wording or use of emotive adjectives: ‘vicious murderers,’ ‘cunning conspirators and greedy bankers who drew the anger and claws of the American eagle when they killed their fellow Americans by booby-trapping the World Trade Center to start a war for a few coins’**

***CHOOSING GOOD ARGUMENTS: DEMO:*  
What 4 arguments would be best to do for this sample thesis?**

Women in the U.S. are pressured to be thin because it is the main criteria for being beautiful in the media [is true because]….

(each argument needs to cover \_\_\_\_\_\_ and \_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_ )

**Topic Sentences/Specific arguments**

1)The obsession of American celebrities with skinniness gives women the perception that they need to be thin to be considered attractive

2)Curves have always been a sign of fertility and attractiveness

3)In the fashion industry, models must be extremely tall and skinny, to fit the prefitting setting of fashion designers who design for an ideal that 80% of mannequins can’t meet

4)Iphone apps such as ‘fat alarm’ send you an email when you have run out of calories for the day

5)Television often presents plotlines where the thin woman wins happiness to match her ‘beauty’ and the heavier girl must learn to settle because of her ‘averageness’.

6)Advertising in the US feeds upon the weight control industry and does everything it can to manipulate women towards that industry’s goals by presenting weight obsessed, skinny-wanting women

7)Image manipulation used universally by womens’ magazines makes sure that any identifiable woman of realistic weight in media appears 10-20 pounds lighter

FINDING EBOOKS….

**B. Book/Ebook:** Best for in depth understanding of topic as a whole

Good for finding this type of information: quotes, examples, theories, ideas, concepts, understanding of specific subtopics

TECHNIQUES: TOC, index, reviews and ‘search inside’ (eg on Amazon), ebook search, books.google.com

POSSIBLE PROBLEMS: Check publisher: avoid Vanity Press (author pays to publish himself)

**C) ebooks – searchable!**

**D) books.google.com** Clever google books search (books.google.com )

**Set search tools 🡪 preview available**

THE PEER REVIEWED JOURNAL:  
WHAT THE FUDGE is the difference between the magazine (meh…) and the peer reviewed journal (HURRAH!)?

A journal is a professional collection of articles that are not published UNTIL they are reviewed by peers -- experts in the field, and usually written in jargon that only someone highly active and educated in that field would use.. When an article is sent for publication: 3-5 'peers' in the field decide:   
  
   \* to unconditionally accept the manuscript or proposal,   
   \* to accept it with recommendation that its authors improve it in   
     certain ways,   
   \* to reject it, but encourage revision and invite resubmission,   
   \* to reject it outright.   
  
  
For example, Science looks like a magazine, but all articles are technical, the ads are only for inside type equipment, and each article was accepted only after review by other scientists in that field for accuracy and rigor in research.   
  
Journals typically reveal they are peer reviewed in the first few pages.   
Magazines and newspapers can be read by anyone -- they have editors, but it's usually for choice of story.   
Research paper presents one point of view -- peer reviewed journal goes through 3-5 fact checking peers, so different medium.   
Journals have editors and peer review panels and say so in their first few pages.  They usually report original research that is accompanied by studies. Only someone in the  profession would find journal articles of use.

At least 70% of students lose points (as much as 30/100pts!!!!) for listing CQ researcher, magazines, websites or other articles that are not peer reviewed.

\*Remember, searching a CGCC library or other database can still give you a newspaper or magazine when searching for periodicals, which don't count as JOURNALS -- need to check the box saying 'peer reviewed' on database searches! Even then still need to check for 4 out 4 signs it is a peer review journal.

Most recommended/Best database for journals: JSTOR: http://ez1.maricopa.edu:2048/login?url=http://www.jstor.org

\*CQ Researcher & Opposing Viewpoints are NOT peer reviewed journals: they are sources for background research and ideas for arguments, but these are NOT peer reviewed journals / will not count as journals.

\*Some titles use the word ‘journal’ but mean diary, or blog, or magazine or such. Email personal librarian for help!

**JOURNALS MUST have 4 of the 4 “SIGNS OF A JOURNAL” below:  
 ( Journal in the title isn’t enough)—meet all 4 below or NOT Peer Reviewed Journal!**

**1)**Always, in the first few pages (paper) or at the top or far bottom of the website (usually in small   
 print) a section titled ‘About Us’ or ‘Instructions for Authors’ or ‘Submission Guidelines’… STATES   
 somewhere details about the “Peer review process.” Find this!   
 (Here is an example: <http://group.bmj.com/products/journals/instructions-for-authors/peer-review/> )

**2)**Always have references (MLA or footnotes) for quotes or details in articles,

**3)**Almost always, statistics, charts and figures,

**4)**Almost always, technical language to the field.

If missing any 1 of the above 4, it is NOT a peer reviewed journal!

SEARCH FOR JOURNALS ON:

**JSTOR:**

**EBSCO HOST  
Academic search premier (?)**

**Clever google search 🡪 "peer reviewed journal” + part of thesis + part of argument**

**1)for thesis: Grappling is the most effective MMA technique against reach based attacks 🡪"peer reviewed journal" MMA grappling**

**2)for thesis Several specific ways to modify a car to improve chances of winning a race 🡪 "peer reviewed journal" car speeding up racing**

**Is this PEER REVIEWED journal?: (YES/NO) Y/N Which of the 4 above ‘signs’**

|  |  |  |
| --- | --- | --- |
| **Sample:**  American Politics Journal <http://www.americanpolitics.com/index.php> ) | **N** | **Has 2-4, but not 1** |
| 1)INFORMS online Journal | Y | Has 1-4 |
| 2)Newsweek | N | Has 2 but no others |
| 3)Writer’s Journal ( [www.writersjournal.com](http://www.writersjournal.com) ) | N | 2 & 4 |
| 4)Nature (<http://www.nature.com/nature/current_issue.html> ) | Y | Has 1-4 |
| 5)Wildlife Journal Magazine <http://www.wildlife.state.nh.us/Wildlife_Journal/WJ_mag.htm> | N | Has none |
| 6)Gold Coin Collectors Journal (<http://goldcoincollectorsjournal.com/> ) | N | Has none |
| 7)Online Journal of Issues in Nursing (<http://www.nursingworld.org/MainMenuCategories/ANAMarketplace/ANAPeriodicals/OJIN.aspx>) | Y | Has 1-4 |
| 8)Scientific American ( <http://www.scientificamerican.com/> ) | N | Has 3 and 4 |
| 9)Proquest  (<http://www.proquest.com/en-US/catalogs/databases/detail/pq_research_library.shtml> ) | N | No 1 |
| 10) Code4Lib (<http://journal.code4lib.org/issues/issue17> ) | N | not peer review |