**sales pitch**

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Description

Assignment Write a paper which argues that the reader should purchase some particular consumer good: cd, video, book, electronic device, tool/utensil, item of clothing, etc. Chose one individual product (for instance, do not just tell reader they should get a computer, you must argue they should purchase a particular brand and model), and support your argument with specific evidence/reasons. The item chosen should be one for which you not only have objective support (specifications, ratings, features, etc.), but also one with which you have had a good deal of personal experience, so some of your support can be drawn from your own personal experiences. The paper must include a balance (not necessarily 50/50, 30/70 one way or the other would be fine) of both objective and subjective support.   Structure and Format The paper should include an introductory paragraph which ends in a thesis statement, several body paragraphs (at least 3, each focused on a different supporting point), and a conclusion paragraph. This paper should be at least 2½ pages in length. The support you provide should be organized for logic and effectiveness. Your evidence and examples should be very specific and vividly described. And of course it should be formatted according to class requirements.   Sources Because this paper needs to use some objective support, it is expected that you will quote or paraphrase from sources. However, you will not be expected to cite sources in MLA format (this will be covered later in course). However, you should informally credit sources. Include basic info (such as author’s name and/or website/periodical) in the sentences where such info is being used. Be sure direct quotes have quotation marks. I attach an example of what the teacher is looking for.