Paper instructions: Introduction to the Assignment: Our topic: Celebrities and Activism: LeBron James Activism involves efforts to promote, impede, or direct social, political, economic, or environmental change or stasis. Various forms of activism range from writing letters to newspapers or politicians, economic activism such as boycotts or preferentially patronizing businesses, rallies, street marches, strikes, sit-ins, and hunger strikes, as well as using celebrity's fame to advance a social concern or cause. Analysis Essay #3 Guidelines You must research only one Celebrity (actor or tv personality or a Musician or sports figure) who has been in the news (within the last ten years) actively engaged in advocating a social or environmental issue and discuss their activism and analyze WHY they have a platform to persuade an audience. No politicians or activists. Choose only ONE issue that they are advocating. Research 3 articles/sources that provide different views on their activism. Page length: 4 Full pages of text min. (This does not include your image page on the 5th page or the works cited page on the 6th page.) Include an image that relates to your subject engaging in activism on the 5th page. (Note on image: The image should be small in file size - less than 500K and take no more than 1/2 of a page. Try using this free online Photo Editor to reduce the image size ( Try using LUNAPIC ). Save your image as a Jpeg and insert it into the 4th page of your essay. You must include a correct MLA citation for the image.) Must include a Works Cited page. Work Cited page does not count toward your min. word or page count. The essay must conform to the MLA format. You should not focus on the issue they advocate but more on their activism and why celebrities have a platform to persuade. Provide evidence from at least three articles/sources. At least one of your sources should be YouTube videos (an interview or news clip) about their social or environmental issue. You must cite your direct quotes with the correct MLA in-text citation format. Prewriting and Research steps: Read and research unfamiliar material and ideas. Use the internet, library databases, etc., to look up words and other concepts that you know little to nothing about. Read the articles for details and highlight the main ideas. Describe the article in your own words. Avoid turning the focus inward. Avoid phrases like "I think" or "in my opinion." You should stay away from the first person completely. By identifying something as your own opinion, you end up weakening them in an academic sense. Do not focus on the summary. You need to provide enough summary of the work for your critique to have a sensible context, but most of the essay should still contain your analysis of the articles. Free-write and mind map your ideas. Compose at least two drafts and edit for clarity, sentence cohesion, and grammar errors. Proof with Grammarly.com No first-person (use of "I") in this essay! Essay Structure (follow this essay structure!) Introduction paragraph: State something interesting about the topic (social or environmental issue) you are researching and your celebrity's activism with this particular issue. Provide a few sentences about the cultural context of the issue. Cultural context refers to social and political factors surrounding the issue of celebrity activism This background information informs our deeper understanding of the issue of celebrity activism in question and allows us to analyze, rather than summarize, what we are studying. In 2-3 sentences, state your thesis. Your thesis should make a specific claim about your topic and answers a question: "Why does your celebrity receive so much attention advocating their issue (social or environmental cause)? (Think about why they are able to influence other people. What advantages do they have??). Also, how do they use their celebrity status to advocate their cause?" (Your answer in your thesis should be more than just that they are popular or that they are a celebrity.) The thesis statement acts as a roadmap for the rest of your essay; it defines the ideas and the order in which they will be presented. Your reader expects to see information pertaining to the subject and in the order signaled in the introduction. Too many ideas in your paragraph may cause the reader to become lost in the text and miss important points. Body of Essay: Each paragraph should only contain ONE point that supports your thesis. You should have several paragraphs with evidence and examples supporting your ideas. Begin each supporting paragraph with a topic sentence. This topic sentence is a statement that reinforces your point for the reader. Everything in the paragraph should support the point you establish in the initial sentence. Use specific facts from your research and specific examples to enhance and clarify the point you are making. Suggestions for paragraphs: Paragraph #1: What is the ONE issue that they advocate? What evidence is there that they have a record of involvement in this issue? Provide evidence from an interview. Paragraph #2: 1) How extensive is their involvement in this issue? What type of involvement? Protests? Social Media? Speeches? Donations? Give evidence from an article. 2) Has there been any criticism of their activism? Give evidence from an article. Paragraph #3 What rhetorical appeals (Pathos, Logos, Ethos, or Kairos) have they used in a speech to persuade their audience? (Find a video of an interview) What phrases or words seem to be used frequently by your celebrity when they talk about their activism? How does their specific use of language, and words, shape the debate? Paragraph #4 Does your celebrity have ulterior motives, or are they involved for sincere altruistic reasons? Why do we value their opinions and discard others? Do we accept things as fact simply because someone famous states them as so? Paragraph #5 Are we more inclined to listen and believe a celebrity over a scientist? How do we decide who is factually correct? Have there been critics of your celebrity and their activism? Are their studies that support their point of view or evidence that contradicts some of their views? Supporting paragraph #6 What are the audience demographics on this issue? What particular group of people listens to this celebrity? Why? Does celebrity activism do more harm than good? Should Celebrities Be the Voice of Social or Environmental Causes? Conclusion: In your concluding paragraph, restate your thesis or overall opinion of the analyzed articles and the author's conclusion, and offer additional thought on the topic not presented in the articles. The conclusion should only take up about 10-15 percent of the overall word count in your paper. You must include a Works Cited page. No more than 15 percent of your total word count should be quoted material.