Exploratory Essay Assignment.

Focusing on audience, this essay will explore the way consumers perceive the market for high MPG and hybrid automobiles in today’s debates about the future of domestic petroleum and climate change. The essay will prepare you for your proposal/annotated bibliography and rhetorical analysis assignments.

- **Exploratory Draft 1** peer review: October 19
- **Peer Reviewer** Comments due October 21
- **Revision** Reflective Statement: due October 26
- **Final Draft** due: October 30

**Description:**
This assignment involves a managed writing process. The objective is that you develop a working approach to academic writing conceived as a process of stages and strategies that scaffold the final result. You will write and collaborate in four integrated steps:

1. drafting
2. peer reviewing and evaluating
3. revising and reflecting
4. finalizing

**Timeline:**
- We will allot about two weeks for the first draft to be completed.
- In the beginning of the third week we will peer-review drafts, and reviewers will submit their evaluations to the author as well as to the dropbox.
- Authors will then take about six days (see schedule above) to revise and write a reflective “author’s statement” narrating the specific revisions they made, and providing specific evidence of their revisions.
- The finalizing of the process will result in a finished exploratory draft submitted to the dropbox.

**What is an Exploratory Essay?** According to the Purdue Online Writing Lab, an exploratory essay documents your research into a topic and assists you in narrowing your focus. In an exploratory essay, rather than arguing about a debatable thesis, you instead propose a research question and consider several different avenues of research and study to explore your topic. See: [https://owl.english.purdue.edu/owl/resource/728/02/](https://owl.english.purdue.edu/owl/resource/728/02/)

In our exploratory essay research question we are studying and researching several related suptopics to answer our main question. A research question is a way for you to approach a particular topic from your own point of view. Good research questions often begin with a general topic that is narrowed down to a specific question. This question then focuses your interest on a particular issue. Place the question at the end of your introduction.

- In this exploratory essay we will center on the theme of consumer participation in affecting environmentally-friendly vehicle innovation due to widening perceptions of climate change.
- You will respond to the questions that structure the assignment’s driving research questions limiting your inquiry to the scope of the sources required.
- You will follow the prescribed methodology and evaluate the source materials you discover according to their effectiveness in addressing the research questions you work with.
- You will organize your information according to the structures outlined in this assignment.
- You will analyze and synthesize information to capture and present information you discover in using
Begin your exploration research by working with the following research question:

- **Research Question(s):**
  - To what extent is the US market for high MPG and hybrid cars and trucks driven by consumer attitudes about the environment and Climate Change?

- **And as follows:**
  - What are the consumer values, lifestyles, and beliefs that drive the market for environmentally-friendly vehicles?

- **Related to this question:**
  - How does the current state of energy policy and fuel availability affect the transition to high MPG and hybrid vehicles, such as the shift to natural gas powered busses and trucks?
  - Take into account the rhetoric over US oil production, whether the US has growing energy independence and whether domestic oil exploration is an environmental detriment.

### Scope:

- Write a MLA-formatted exploratory essay that involves initial research and support using library databases, books, peer-reviewed journals, and web-based credible resources.
- Formatting specifications: Length minimum to be four and a half pages plus a works cited page. Maximum length to be no greater than six double-spaced pages plus a works cited page.
- Sources: Use at least five sources including two peer-reviewed journal articles, two credible news articles, and a currently published book or e-book. As an additional source option (in addition to the above five required source genres) use no more than two high-quality websites.

### Strategy:

- Develop a consumer identity profile that explains (in one of your paragraphs) this consumer audience, and define this social group in terms of its rhetorical situation and rhetorical appeals. Give a detailed description of this consumer profile supported with clear evidence from your sources.
- Support your essay with facts and evidence drawn from peer-reviewed journals and credible news sources or websites. Use MLA formatting, in-text citations, and provide a works-cited page.
- Your research question(s) (controlling ideas) should focus on the consumer market for high MPG and hybrid vehicles and its consumer attitudes and profiles. Focus on this consumer market as an audience.
- The priority for your purpose is to inform, although you may narrate in places by means of examples, and you will be persuasive to the extent that your evidence is sound, your documentation is credible, and that your exploration of the research question is plausible and will eventually allow you to work on a debatable thesis statement.
- Your Introduction should end with your research question.
- Your topic sentences and paragraphs will specifically address research avenues by which you discuss and explore aspects of your research question.

### Objectives:

- Learn to manage a writing process involving drafting, evaluating, revising, reflecting, and finalizing.
- Collaborating and providing evaluative feedback in a timely way.
- Learning to write a reflective author’s statement that gives specific evidence of revision.
- Completing a finished exploratory draft that results in a cogent and focused research question.
Measures of a successful paper:

- All parts of the process will be completed on time and in full.
- Complete a 4.5 to 6 page exploratory draft using five or more scholarly sources.
- Citing in-text and in a works cited page in MLA style.
- Providing an effective research question focused plausibly on the assigned topic.
- Crafting an original title, an effective opening and introduction, topic-oriented paragraphing exploring aspects of the research question, providing substantial evidence and support, and providing excellent documentation of sources.
- Closing with a concluding statement that clearly indicates how this exploration of a research question could be fashioned into a thesis.
- Provides a properly formatted MLA works cited list.
- The peer-review evaluation is effective, well-supported and complete.
- The Reflective Author’s Statement specifically indicates with examples where authors have addressed the peer-reviewer’s recommendations.
- The final draft of the exploratory essay includes all revisions that were demonstrated in the reflective author’s statement and includes an effective introductory paragraph that presents a focused, concise, and narrowed main idea presented as a research question.