

STARTING POINTS: JUSTIFYING AN EVALUATION

A Well-Presented Subject

How do I come up with a subject to write about?

- Consider possible topics: Offering a mixed judgment. (p. 352)
- Consider possible topics: Evaluating a text. (p. 358)
- Consider possible topics: Evaluating a technology-related subject. (p. 363)
- Choose a subject to evaluate. (p. 367)
- Test Your Choice: Choosing a Subject (pp. 367–68)
- Assess your subject and consider how to present it to your readers. (pp. 368–69)

How can I present my subject clearly and convincingly?

- Determine the writer's purpose and audience. (p. 337)
- Assess the genre's basic features: A well-presented subject. (p. 338)
- A Well-Presented Subject: Providing Information (pp. 349–50)
- A Well-Presented Subject: Introducing a Complicated Subject (p. 356)
- A Well-Presented Subject: Identifying the Subject (p. 361)
- Assess your subject and consider how to present it to your readers. (pp. 368–69)

A Well-Supported Judgment

How do I come up with a thesis statement?

- Assess the genre's basic features: A well-supported judgment. (pp. 338–39)
- Formulate a working thesis stating your overall judgment. (pp. 369–70)

A Well-Supported Judgment

How do I construct an argument supporting my judgment?

- Assess the genre's basic features: A well-supported judgment. (pp. 338–39)
- A Well-Supported Judgment: Basing a Judgment on Criteria (pp. 350–51)
- A Well-Supported Judgment: Defining Criteria (pp. 356–57)
- A Well-Supported Judgment: Providing Supporting Evidence (p. 362)
- Develop the reasons and evidence supporting your judgment. (pp. 370–71)
- Research your evaluation. (p. 371)

An Effective Response to Objections and Alternative Judgments

How do I respond to possible objections and alternative judgments?

- Assess the genre's basic features: An effective response to objections and alternative judgments. (pp. 339–40)
- An Effective Response to Objections and Alternative Judgments: Conceding and Refuting Alternative Judgments (p. 351)
- An Effective Response to Objections and Alternative Judgments: Singling Out a Comment for Response (p. 357)
- An Effective Response to Objections and Alternative Judgments: Appealing to Shared Values (pp. 362–63)
- Respond to a likely objection or alternative judgment. (pp. 371–73)

A Clear, Logical Organization

How can I help my readers follow my argument?

- Assess the genre's basic features: A clear, logical organization. (pp. 340–41)
- A Clear, Logical Organization: Cueing Readers (p. 352)
- A Clear, Logical Organization: Using Comparison and Contrast (pp. 357–58)
- A Clear, Logical Organization: Creating Coherence (p. 363)
- Organize your draft to appeal to your readers. (p. 373)