

## Writing the Introductory Paragraph

Introduces the topic

2.States why the topic is important

3.States that there is a difference of opinion about this topic

4.Describes how the assignment will be structured and clearly states the writer's main premise

## Introduction

### The Funnel Method

- Give a hook or an attention getter
- State the title and the author's name of the work
- Background information
- Significance of your paper or subject
- Thesis statement

## Rhetorical Analysis of Cory Doctorow's "Why I Won't Buy an iPad (and Think You Shouldn't, Either)"

Cory Doctorow's article on BoingBoing is an older review of the iPad, one of Apple's most famous products. At the time of this article, however, the iPad was simply the latest Apple product to hit the market and was not yet so popular. One of his main points in this article comes from Doctorow's passionate advocacy of free digital media sharing. He argues that the iPad is just

another way for established technology companies to control our technological freedom and creativity. In “Why I Won’t Buy an iPad (and Think You Shouldn’t, Either)” published on Boing Boing in April of 2010, Cory Doctorow successfully uses his experience with technology, facts about the company Apple, and appeals to consumer needs to convince potential iPad buyers that Apple and its products, specifically the iPad, limit the digital rights of those who use them by controlling and mainstreaming the content that can be used and created on the device.

Skip dipping: turning waste into wealth: Who would eat food that found in a skip behind a supermarket? What if a pair of jeans that were a perfect fit were found in trash bin or a brand new appliance in flawless working order on the side of the road, who would glean and use these items? The **article *Skip Dipping in Australia* by Dr. Emma Rush demonstrates the salvaging and reuse of refuse from dumpsters and bins in Australia. The article publicly located skips for items that may be eaten or reused and the motivations for this activity. Overall the article argues that skip dipping is politically and ethically motivated. It focuses mainly on a series of interviews the author conducted with 20 Australian skip dippers. The article presents the argument that commercial and industrial discards are providing a way to get items for free while at the same time making a point against a wasteful society. In this**

article Rush asserts **uses four main claims**, supplies some evidence, and suggests underlying **assumptions that make skip dipping acceptable and profitable**.