

---

# Parts of a Proposal

---

What do you need to know?

---

# Definition of Proposal

---

- A formal description of a problem and its proposed (suggested) solution.
-

# A proposal has the following parts:

---

- I. A description of the problem
    - a. What the problem looks like
    - b. Who the problem affects
  
  - II. The proposed solution
    - a. What that solution looks like
    - b. How that solution works
-

# A proposal has the following parts:

---

III. Reasons why this solution is the best possible solution

a. Reason 1

b. Reason 2

c. Reason 3... as many reasons as necessary to persuade/convince the reader or audience

---

# A proposal has the following parts:

---

## IV. Possible counter arguments

- a. What possible counter arguments are
  - b. Why the counter arguments might be valid
  - c. Why the counter arguments do not matter, because your argument is stronger
-

# A proposal has the following:

---

## V. Conclusion

- a. Why it benefit everyone to use your solution
  - b. What will happen if the problem is not solved immediately
-

# Definition of an appeal:

---

- an element or elements of an argument/proposal that help to persuade the reader or audience

---

# There are 3 types of appeals:

---

1. Emotional appeal - the use of words, phrases, and images that cause the reader to feel pity, anger, or humor to persuade

Ex. "You should eat all of your dinner because there are starving people in China."

---



# There are 3 types of appeals:

---

2. Ethical appeal - the use of testimony, or someone else's endorsement or discrediting evidence to persuade; based on the trustworthiness of that person

Ex. "LeBron drinks this sports drink, so as an athlete, you should too."

OR

Ex. "Don't read that book, because Hitler liked it."

---

# There are 3 types of appeals:

---

3. Logical appeal - the use of facts, history, data, and logic to persuade

Ex. “Food can get stuck in between your teeth. This can cause cavities, so you should floss at least once per day.”

OR

Ex. “Paint fumes have toxins in them. Toxins can cause hallucinations and brain damage. So don’t work in a closed area when working with toxic paints.”

---