

Overview of Unit Design

1. Reading, Discussion and Pre-writing (model and practice rhetorical analysis in previous units)

Required reading from *Maladies*:

- Prologue
- “The Goodness of Show Business” (93)
- “The House That Jimmy Built” (101)
- “They Form a Society” (107)
- “The Cart and the Horse” (171)
- “A Moon Shot for Cancer” (180)
- “A Thief in the Night” (250)
- “A Statement of Warning” (258)

Lecture, reading responses, discussion, and group work centered on *The Emperor of All Maladies* excerpts above

Watch and analyze a commercial for cigarettes or depression medication

Watch *Pink Ribbons: Capitalizing on Hope* documentary (if time)

Analyze an anti-smoking PSA as a class

Read and discuss “Nicholas Kristof’s Advice for Saving the World” about effective cause marketing

2. Library trip and instruction on finding, evaluating and summarizing sources
3. Essay outlining and instruction on incorporating sources
4. Essay drafting and peer review
5. Final

***offer extra credit to attend and write a response to the play *Wit* at Lambs Theater in Oct./Nov. (a play about a professor with cancer)