

Writing Assignment 3

Due Wednesday Nov 4 at the start of class.

Overview

I read a recent article in the New York Times Magazine that discussed the music recommendation system called “Pandora.” It’s an interesting system made even more interesting by the fact that you try Pandora for free on the internet. Feel free to do so, I did. And this made me wonder a bit about the motivation of the article that I read. Pandora is just one of many music recommendation systems competing for customers today; competitors include Mufin, Lala, eMusic and a host of others. Was this article appropriate for publication in the Times Magazine or was it too close to being free advertising?

In this writing assignment, you are invited to argue your opinion about the appropriateness of this article. Of course, the article is good publicity for Pandora, but is there enough of a “story” in the article to be of interest and value to the Times readers, OR did the editor make the wrong call and the article is little more than marketing literature for Pandora. Begin by reading the [article](#).

Requirements

Write a one to two page persuasive (a.k.a., [argumentative](#)) essay that presents your position on the question posed above. Remember that your introductory paragraph must contain your **thesis statement, a one sentence summary of your argument**. Your thesis statement must not only state your opinion regarding the appropriateness of the article, but also your justification.

After stating your thesis in the first paragraph, use the remaining paragraphs to support that thesis. Each paragraph should present a distinct step within your argument. Your argument can be made deeper and more interesting by considering counter-arguments. For example, if you feel that the Times article is appropriate, imagine that you are arguing with the CEO of eMusic, who is upset about the advantage the article has given Pandora. As always, proofread your paper a day after you write it. Make sure that you:

1. have a one-sentence thesis statement in the first paragraph;
2. present your argument using facts, quotations, and other well-articulated evidence;
3. anticipate and address foreseeable counter-arguments;
4. structure your writing in an organized way;
5. choose precise and effective language;
6. use the active voice; and
7. double space your paper and use a 12 pt font.