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## Organizational Strategy for Essay III Introductions

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Use the following organizational model/strategy as a template to help set up & arrange your I SAY argument strategy in your Essay II Introduction. Post your “Evolving Thesis”—as well as ideas for &/or notes about the KEYTERMS you will connect to frame your argument/thesis using Jay & a Unit 2 Reading as “Lens Texts.” Bring an “Introduction-in-Progress” & a pre-draft outline/Roadmap of Assertion Claims (or pre-draft Conference Draft) to class on Tuesday (3/22) for writing workshop.

### Organizing Introductions Using a “Lens Text”

- Begin the introduction with an interesting, *relevant*, attention-getting HOOK that gets readers’ attention, helps introduce your MOTIVE for the argument (i.e. why the argument matters & why your audience needs to know & care about it), as well as your STANCE in relation to the topic and argument. You should have a clear sense of whom the AUDIENCE is that you’re writing to. For Essay II, I recommend a quotation from a course reading OR a very specific example of one of the major Keyterms/Issues (Panopticism, spectacle, mechanical reproduction, etc.)
- EXPLAIN meaning + significance of HOOK to establish the essay argument FOCUS.
- Use a STITCHING Transition to connect your explanation of the HOOK to the LENS that will focus and frame (i.e. contextualize) your argument: ocularcentrism, which you should provide a quotation for (i.e. from Jay), define, and explain.
- Use STITCHING &/or RHETORICAL STRUCTURAL MOVES to connect author (Jay) & source (introduction from *Downcast Eyes*). Jay’s introduction is the Unit I “Lens Text” (to introduce & define the Keyterm ocularcentrism) that you will connect to a UNIT 2 Keyterm & “Lens Text” in order to provide a theoretical or interpretive framework or LENS for your argument/Thesis about “ocularcentrism” and the “management of vision.”
- Use QUOTATION WEAVING to CITE quotations that define & explain your KEYTERM ocularcentrism + KEYTERM from UNIT 2 source & integrate cited material into your own prose.
- Use Stitching Transitions to introduce & connect Keyterms/Lens Text framing to the THESIS assertion claim that establishes the main focus of your argument.
- An EVOLVING THESIS ASSERTION should be focused, exhibit a strong STANCE, use succinct, concrete diction, & make an evaluative claim about the relationship you see & can critically articulate between ocularcentrism & the management of vision.

### SAMPLE ESSAY 2 LENS TEXT INTRODUCTION BELOW

## **SAMPLE ESSAY 2 Lens Text Introduction**

“Reality is in the human mind, not in the individual mind which makes mistakes and soon perishes but in the mind of the party which is collective and immortal” claims O’Brian, a party member of the totalitarian government in Michael Radford’s film rendition of George Orwell’s novel, *1984*. O’Brian is essentially proposing that human vision alone does not decide reality; rather, he claims that it is defined by an outside source, in this case the collective mind of a governmental superstructure through the means of external sources and ideologies. This type of control is most likely to succeed in societies that as a whole rely heavily upon eyesight and vision—cultures which author Martin Jay refers to as “ocularcentrist.” According to Jay, an ocularcentrist culture is one that is “dominated by vision” (Jay 3). Jay suggests that ocularcentrism defines contemporary societies due to an expansion in technology. He explains, “...historians of technology have pondered the implications of our expanded capacity to see through such devices as the telescope, microscope, camera, or cinema” and above all else this has meant, “expanding our range of vision” (Jay 3). In modern western culture, the dominance of vision through technology is even more prominent because of devices like Smart Phones and laptops, which are constantly feeding us information through images. But can we trust that these images are always portraying the truth about reality? What we see is almost always being manipulated by some third party, such as government or industry, who have specific motives for trying to get us to see something that may or may not be reality. The danger in an ocularcentrist society is that people can easily use the mechanical reproduction of images to misconstrue reality in order to control people.