




White Paper

 Each instructor develops her or his own assignments. Your instructor and the assignment sheet s/he has provided are the two best sources for guidance as you work toward a final draft. The handouts/tutorials for the types of essays feature general guidelines to help you write solid essays, but they should be treated only as supplements to your instructor and the assignment sheet.


Purpose

 A white paper is a report that considers a particular problem existing in an entity outside of the writer's own organization. This essay both informs and persuades: it identifies and explains the problem and argues for a certain position, ultimately offering a specific solution. These assignments typically contain an introduction or summary, a background discussion of the problem, a solution, and a conclusion. If necessary, an advertisement can follow these, as should a works cited page.


Audience

 Typically, the audience is a person or company seeking a solution for a specific problem. White papers should discuss the certain needs of an audience that is not personally known by the author. Additionally, you should consider how solving this problem addresses the audience's broader goals.


Three Elements of a Persuasive Argument


 Evidence - Provide clear facts that support your authority as a credible source and identify a particular problem that requires a solution. This often includes data.

 Claim - The proposed solution you hope to persuade your audience to accept.


 Reasoning - This is the logic that supports your evidence, substantiates your claim, and connects the two elements for your reader.

Effective Persuasion

 Keep in mind that a crucial and effective way to build the credibility of your claim is to address the flaws in other possible solutions or opposing points of view.

 As another strategy, refer to the Writing Center handout on Logical Fallacies to avoid when shaping arguments.

Tone

 Because this is, in part, a business report, you should use a professional, polite, and formal tone, especially when addressing superiors or peers.

For more information on this topic see
<http://owl.english.purdue.edu/owl>
<http://www.texaspolicy.com/pdf/2011-2012-LegeGuide-final.pdf>.