

What Would Machiavelli Do? Project

ASSIGNMENT OVERVIEW: For this project, you will devise a **how-to guide** with quick tips for an authority figure who needs help fast. Here’s the catch: the advice you give must be rooted in Machiavellian philosophy. By applying Machiavellian principles to the proposed scenario, you will demonstrate how your troubled client may effectively rule his or her domain. Carefully review the information below as you begin planning for your task. **This assignment counts as a major grade.**

PERSONA: You are a highly successful consultant who owns and operates a controversial firm. Your business? Advising people in positions of power through crisis situations. Your source? Machiavelli’s *The Prince*. Your success has brought you fame and fortune.

AUDIENCE: _____ (see scenario for further details)

TASK: Create a how-to guide. Your guide must define a clear, 3-step plan of action that will enable your client to resolve or take control of the predicament (s)he faces. See list of requirements below.

HOW-TO GUIDE PLANNER:

Item	Requirements	Questions for consideration
FRONT COVER	<input type="checkbox"/> original headline <input type="checkbox"/> subheading <input type="checkbox"/> author byline (who wrote the book)	★ Is your title catchy? ★ Does it identify your audience? ★ How does your name help establish your persona?
INTRODUCTION	<input type="checkbox"/> write in letter format (like Machiavelli) <input type="checkbox"/> address the client specifically <input type="checkbox"/> acknowledge the client’s dilemma (see scenario) <input type="checkbox"/> define your persona and establish your ethos	★ Who are you? ★ What experience do you have? ★ Why should your client hire you or listen to your advice? ★ How will you help him/her?
3 “CHAPTERS”	<input type="checkbox"/> 1 page each (each outlining 1 of your 3 steps) <input type="checkbox"/> a title for each chapter <input type="checkbox"/> use lists and bullets (do <u>NOT</u> write in traditional essay format) <input type="checkbox"/> explain, in detail, what must be done and why <input type="checkbox"/> cite at least one quote from <i>The Prince</i> per chapter (in MLA format) <input type="checkbox"/> include 1 relevant illustration per chapter with caption <input type="checkbox"/> appeal to your audience’s pathos and logos	★ What would Machiavelli do? Why? ★ What should your client do? What will happen if he/she doesn’t do it? ★ Why won’t the plan fail?
WORKS CITED	<input type="checkbox"/> cite <i>The Prince</i> and images in MLA format	
BACK COVER	<input type="checkbox"/> original company name <input type="checkbox"/> original company logo <input type="checkbox"/> author portrait <input type="checkbox"/> define your persona and establish your ethos	★ How does your portrait help establish your persona? ★ How does your company name reflect your mission? ★ How does your logo symbolically represent your mission?

A WORD TO THE WISE: The most common problem with this assignment is lack of specificity. It’s not enough to say that a “CEO must instill fear in his employees,” for example. Like Machiavelli, you should discuss particulars: state exactly what the person in power must do **and why**, in every case.

This assignment addresses the following Course Standards

- RI6: Determine an author’s point of view or purpose and analyze how an author uses rhetoric to advance that point of view or purpose
- RI5: Analyze in detail how an author’s claims are developed and refined by particular sentences, paragraphs, or larger portions of a text
- RI1: Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text
- W4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience
- W6: Use technology to produce, publish, and update individual writing products
- W1: Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning & relevant & sufficient evidence
- W9: Draw evidence from literary or informational texts to support analysis, reflection, and research