

is not as glamorous as a brand new scoreboard funded by a large, local company, but it is necessary for the survival of the newspaper. Also, when outside funds are being used for athletics, it allows state funding, the actual taxpayer's dollar, to be used for educational purposes.

What about the influence a large corporation can have in a school's decisions due to the school's dependence on that corporation's support? Corporate sponsorship should never be the primary financial source of a public school and have that kind of power to dictate decisions down to what is taught in the classroom. A teacher should never be afraid to bring up the correlation between unhealthy junk food and obesity because a large soft drink producer has an exclusive contract with the school.

What about the pressure on children subjected to the advertising and limited resources as a result of certain contracts? If they see a Coca-Cola vending machine in every hallway are they not significantly more likely to drink Coca-Cola products? Issues, especially health-related issues such as obesity, are already bad enough. Should we encourage children to go ahead and drink soda despite the consequences of unhealthy eating? What if they do not want what is offered in the vending machine? What if they are missing out on other, better options? Children are subject to advertisements everywhere. Even if a Coca-Cola advertisement is not hanging in the gymnasium, chances are they will see other students carrying Coca-Cola products around campus. A logo may even be printed on another student's shirt. If students would like other options, they are welcome to bring a different drink in their backpacks. And, once again, corporate sponsorship should not provide a large enough percentage of funding to run a school. If students are being forced to look at advertisements on their textbooks each day or around every corner in every hallway, chances are there is too much dependence on a sponsor. When sponsorships have that much sway, schools have put too much emphasis on financial concerns and disregarded providing a quality education for students.

With growing needs and tight budgets, schools often have to be creative when it comes to improving facilities and opportunities for students. Corporate sponsorships can provide additional funding for new programs and improvements. State funding is not distributed evenly, and different districts have different needs. Local businesses and corporations can often provide for those specific needs the state cannot afford or chooses not to address.

Rogerian Argument

A third arrangement pattern is even more interactive than the six-part oration. Related to the argumentative paths for development of ideas we discussed earlier, Rogerian argument insists on alternative understandings of positions. An argumentative essay that grows out of Rogerian argument is shown in Figure 5.3.



FIGURE 5.3

ACTIVITY Analyzing a Rogerian Argument

The following is an essay submitted by student writer Mitchell Hardaway in response to the corporate-sponsorship-of-schools prompt. Read it carefully and then describe and evaluate how effectively it constructs a Rogerian argument.

Mitchell Hardaway

Corporate Sponsorship in Schools: Finding Common Ground
Long has the topic of corporate sponsorship in schools been at the forefront of debate among parents, educators, and civic leaders. In recent