

Coca-Cola: A Global Influence

Step 1: Text Coding Charts

Copy the chart below twice and label one Source 1 and the other Source 2. Leave plenty of room to write in each box—do *not* copy the definitions of each category. Read source #1 and source #2 articles. After reading, go through each paragraph and identify what kind of evidence is being presented, write down the paragraph # you found that evidence in with it.

DEF	DEFINITION: When the author defines a term to help the reader understand the concept, idea, or topic.
E	EXPERT: Information or quotes from an expert source. This can be an organization, agency, or person.
S	STATISTIC: Information that indicates quantitative information that may be represented numerically, on tables, graphs, or illustrations or using words and phrases (increase/decrease; rising/declining).
O	OBSERVATION/ANECDOTE: when the author or who the author is citing provides an observation or anecdote that helps explain or argue his or her claim.
EX	EXAMPLE: A specific example the author uses to explain or argue a point.
D	DESCRIPTION: Words or phrases that evoke an image in the reader's mind or appeal to the five senses.

Step 2: PEEL Planning Worksheet

Attached is a copy of the PEEL worksheet. You may write on it. If there are no more copies, ask Miss Morales. Read the prompt from step 3 before filling out this worksheet. **POINT** is your claim, which is your answer to the prompt written as a fact. For example: Coca-Cola has impacted the world because it has been a part of our culture for over 100 years. **EVIDENCE** is what you found for the text code charts; pick at least 1 piece of evidence from each source that supports your claim and make sure to include which paragraph number you found it in. **EXPLANATION OF EVIDENCE** is how you are going to explain this evidence to make it relevant to your claim. Do not worry about the **LINK** box, as we will not worry about it right now.

Step 3: Prompt Rough Draft

Read the prompt below:

It is true that a single person can change the world. However, it often takes an entire group or organization to make a lasting impression stretching across the globe.

Explain how The Coca-Cola Company has impacted the world. Use the information presented in the passages to support your points. Make sure to include information from all the passages in your essay.

Using your PEEL worksheet, write a minimum 2 paragraph essay that includes your claim response to the prompt and textual evidence that is cited. Citing evidence means you indicate where you found the information. For example: *In source 1, paragraph 1, Coca-Cola started an ad campaign called "I'd Like to Buy the World a Coke" in the 1970's.*

Staple everything in the following order: text code charts, PEEL worksheet, and rough draft.