

Analysis Paper  
Management 306

Text

Covey, Stephen R. *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*. New York, NY: Simon & Schuster, 1990.

Assignment

Your assignment is to analyze *The 7 Habits of Highly Effective People* and write a paper (following MLA format). It is due by the final exam.

When you analyze a text, you improve your reading skills, your critical thinking skills, and your writing skills. For this assignment I want you to read the book, explain both the author's audience and purpose, his main points, and then relate those points to your own life.

Understanding audience and purpose is the key to understanding any piece of writing, including this book. Who did he write the book for? Why did he write it?

Many students approach an analysis paper by reading the book and then writing a summary. That's not enough. You must also place the book into context. That's a key to analyzing a text.

At the minimum, I want you to connect the book to your own life. Identify the main points and then relate those points to your life. Be specific. Fill in the details. Paint a complete "word picture" for your reader.

If you want to go further, analyze other—similar—books. Put Covey's text in perspective. Where does he fit in the world of self-help books? Who were his predecessors and who are his successors? Chart his contributions on a timeline of business self-help books.

The choice of person—first or third—is up to you. Keep in mind that first person experiences liven up writing and make it more compelling for the reader.

Finally, if you've written analysis papers before, you'll know there are several types. I want you write a thesis-driven paper. You'll need a clear thesis statement at the beginning, and your body will contain easily understood main points supported by compelling details.

Works Cited

If you include any secondary sources, you must include a properly formatted Works Cited section at the end.

MLA Formatting (from Purdue Online Writing Lab)

A properly formatted template in Word is available for download from the course website.

### General Guidelines:

- Use standard, white 8.5 x 11-inch paper.
- Double-space and use a legible font (e.g. Times New Roman). The font size should be 12 pt.
- Set the margins to 1 inch on all sides.
- Indent the first line of paragraphs one half-inch from the left margin.

### Formatting the First Page:

- In the upper left-hand corner of the first page, list your name, your instructor's name, the course, and the date. Be sure to double-space.
- Double space again and center the title. Do not underline, italicize, or place your title in quotation marks; write the title in Title Case (standard capitalization)—not in all capital letters.
- Double space between the title and the first line of the text.
- Create a header in the upper right-hand corner that includes your last name, followed by a space with a page number; number all pages consecutively with Arabic numerals (1, 2, 3, 4, etc.), one-half inch from the top and flush with the right margin.

For more information, please see: <http://owl.english.purdue.edu/owl/resource/747/01>

### Keys to Success

1. Check your grammar, spelling, and punctuation before you submit your work. You will instantly lower your grade if your writing contains basic mistakes. Don't rely on spellcheck to catch every error.
2. You need a strong, clear thesis statement at the beginning of the paper. Tell the reader exactly what the paper will be about right from the beginning.
3. Start writing early. It's obvious when the author waited until the last minute. You will need several drafts to get it right. Give yourself the time to write those drafts.
4. Focus your paper! Think it through (create an outline) and only then start writing.