

Peer Review for Audience Analysis Memo

Your name: _____

Your Peer's Name: _____

First, please read your peer's memo all the way through, without making any marks on your peer's paper.

What do you like most about your peer's memo? Write your comments below:

On a general level, what do you think your peer needs to address during revision?

Now, turn to your peer, and ask him/her what he/she wants you to focus on in your second read-through. Write those remarks below:

Read the memo again, marking problems/strengths as you go. Then, complete the remaining questions.

Global-level issues:

1. Please suggest ways for your peer to improve the overall format of his/her document.
2. What advertisements does your peer's paper consider? What are the focus-audiences of these ads?
3. Does your peer make the differences between these audiences clear in the memo? How exactly does your peer do this with the information the ad itself contains? Might this be improved?

4. Does your peer clearly articulate the different strategies the companies use to **appeal** to these different audiences? Might this be improved? How?

5. Please list below the “appeals” that your peer discusses in the memo.

Local-level issues:

1. Does your peer use varying sentence structures and lengths? Based on the comments in Chapter Ten, can you suggest ways for your peer to improve sentence strength and grammar usage in the memo?

2. How many paragraphs does your peer’s memo include? Are the paragraphs coherently organized? Provide comments below.

3. On your peer’s draft, be sure to mark any spelling, sentence-clarity, word-choice, and punctuation flaws.

Finally, turn back to your peer, and, first, address your partner’s questions, as listed above. Next, summarize the comments you made in this review.