

STRUCTURE:

The memo format is clear, employs sensible use of page-space, and does not appear compressed (10) _____

The memo header alerts the reader to the clear purpose of the memo, particularly regarding specific ads (5) _____

The document employs sensible section breaks, with appropriate and informative headings (6) _____

CONTENT:

Both ads are clearly identified early in the memo (4) _____

The ads are included with the memo (2) _____

Coherent organization of paragraphs (7) _____

The ads clearly appeal to recognizably different audiences (in other words, the ads are well chosen, per the assignment) (5) _____

The memo includes a brief summary of the content of each ad (5) _____

The memo includes ample description of the target audience of each ad, based on the information provided by the ad itself (10) _____

The memo discussed the *appeals* (to reason, emotion, credibility) employed in the ads (4) _____

The memo addresses any logical fallacies on which the ads' messages depend (3) _____

The memo includes a section in which the ads are contrasted (5) _____

GRAMMAR AND STYLE:

Comma splices, other run-on sentences, or incomplete sentences (3) _____

Subject-verb agreement (2) _____

Spelling/word choice (7) _____

Passive voice (2) _____

"Accuracy" of language (sentence parallelism, avoidance of second-person) (5) _____

Careful proofreading (5) _____

PEER REVIEWS:

Peer review was thoughtfully and thoroughly done (10) _____

Total score: _____ (100)