

CRITERIA	GRADE and COMMENTS
<p>Topic Selection and Length Requirement – 10 points</p> <ul style="list-style-type: none"> Have you selected a new (or newer or new-ish) phenomenon that is worthy of rhetorical study? Does the phenomenon lend itself well to an essay between 7 and 10 pages long (including works cited)? 	<p>Excellent 10 Good 9, 8 Average 7, 6, 5 Poor 4, 3 Unsatisfactory 2, 1, 0</p>
<p>Introduction – 15 points</p> <ul style="list-style-type: none"> Have you crafted a compelling opening that introduces your phenomenon? Have you written a clear, concise, significant thesis that presents a critically engaging idea? NB: <i>Okay</i> essays chart a phenomenon. <i>Great</i> essays explain the ideological value and action shifts that result. 	<p>Excellent 15, 14 Good 13, 12 Average 11, 10 Poor 9, 8 Unsatisfactory 7 and below</p>
<p>Content and Evidence – 35 points</p> <ul style="list-style-type: none"> Is the fact base that you are relying upon trustworthy and relevant? Have you successfully framed your sources so that readers understand why they are trustworthy and credible? Are you using a variety of types of evidence presentation (magnitude, exemplification, chronos, copia) for maximum persuasive effect? Have you been thoughtful about where your phenomenon fits into an understanding of residual/dominant/emergent ideologies? NB: <i>Okay</i> essays have a lot of research and never really have a strong sense of which evidence is most important. <i>Great</i> essays are thoughtful about which types of evidence best suit the author’s persuasive needs at a given moment in the essay. 	<p>Excellent 35, 34, 33, 32 Good 31, 30, 29, 28 Average 27, 26, 25, 24, 23 Poor 22, 21, 20, 19 Unsatisfactory 18 and below</p>
<p>Organization – 15 points</p> <ul style="list-style-type: none"> Do your paragraphs contain controlling topic sentences? Are there logical relationships between and among paragraphs in the essay? Have you written smart and stylish transitions to guide readers between key points, paragraphs, and sentences? 	<p>Excellent 15, 14 Good 13, 12 Average 11, 10, 9 Poor 8, 7 Unsatisfactory 6 and below</p>
<p>Conclusion – 15 points</p> <ul style="list-style-type: none"> Have you, by the end of your essay, demonstrated a complex and sophisticated understanding of your phenomenon that you are also able to fairly and succinctly paraphrase? Have you offered an expansion of your thesis in order to indicate the significance not only of your phenomenon, but also of <u>your argument</u>? 	<p>Excellent 15, 14 Good 13, 12 Average 11, 10, 9 Poor 8, 7 Unsatisfactory 6 and below</p>
<p>Documentation and Formatting – 10 points</p> <ul style="list-style-type: none"> Have you capably and fully cited all of your sources (at least four total) in a recognizable citation style so that your readers can track down and verify the original source? 	<p>Excellent 10 Good 9, 8 Average 7, 6, 5 Poor 4, 3 Unsatisfactory 2, 1, 0</p>

Final Grade: