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| Rhetorical Analysis Rough Draft |  |  |  |
|  | Possible Points | Points Earned | Comments |
| Thesis: The thesis demonstrates that the student is analyzing an advertisement's rhetorical appeal(s). The thesis is a complete sentence which is located at the end of the introduction and is not a fact or a fragment. It is a complete sentence that makes an argument about the advertisement’s effectiveness. The thesis is geared toward someone with an interest in advertising. | 5 | 1 | There is no thesis at the end of the introduction. There is a thesis-like statement at the very end of the conclusion. That should be moved to the proper location. |
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| Organization: Each paragraph in the body of the essay contains a topic sentence that is based on the thesis, followed by support sentences that contain facts, examples, and reasons from the advertisement you are analyzing. | 15 | 10 | Each paragraph should begin with a topic sentence that states one of the three rhetorical appeals, either pathos, ethos, or logos. |
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| Content: The introduction includes identifying information about the advertisement and a brief summary of the advertisement’s purpose. The body paragraphs contain specific information and no generalities. The analysis identifies rhetorical appeals (ethos, logos, or pathos) the advertisement presents. Other than the advertisement, no additional research or outside sources should be included. The analysis is between 1-2 full pages in length. | 20 | 12 | Each body paragraph should focus on one of the three rhetorical appeals. No other outside information (that’s not found on the ad) should be used. |
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| APA: Assignment follows APA formatting rules as identified in the APA sample paper on Doc Sharing or through this tutorial: https://hub2.devry.edu/node/25835 An APA title page, running heads, and page numbers are required. The paper is typed and submitted as a Microsoft Word 2010 document (.docx), double-spaced, and in 12-point Times New Roman font. The URL (website address) of the advertisement is included at the end of the essay. | 5 | 4 | Please indent paragraphs. |
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| Grammar/Spelling/Mechanics: The paper reflects correctness of expression. The paper has been edited for spelling errors. Word choice is appropriate for a university-level paper. Sentence structures vary, and they do not contain major flaws like run-on sentences, fragments, and verb errors. Writer avoids asking rhetorical questions. Writer does not use slang unless in dialogue. | 5 | 5 |  |
| TOTAL POINTS | 50 | 32 |  |