English 1A Fall 2017 **Peer Review Worksheet: ASB/FLP Proposal**   
  
Writer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Reviewer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
  
1. **(If there’s no memo)** Identify **your audience** and tell us anything aboutthemthat won’t be evident otherwise and that we will need to understand to judge this proposal.

3. What in particular do you want the reviewer to check? (Be specific!)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
**For the Rhetorical Analysis Memo**

1. Does the explanation of the writer’s ethos strategies seem clear and thorough enough to explain how the writer’s **ethos** (credibility: good sense, good morals, good will) is established? \_\_\_\_\_ Does the writer’s strategy seem reasonable, considering the stated audience? \_\_\_\_\_
2. How is the explanation of the writer’s strategies for using **pathos \_\_\_\_\_?** How could it be stronger?
3. How is the explanation of the writer’s strategies for using **logos ­­\_\_\_\_\_?** How could it be stronger?
4. Does the discussion of the writer’s **research** seem thorough enough to show they have used a good strategy to find the information they need? \_\_\_\_\_ Can you think of any other people the writer could talk to or other sources of information to try?

**For the Proposal**

1. Is the **first line or two** engaging enough to draw in the intended readers? \_\_\_\_\_ Does it introduce the project in a way that would make the target audience want to read more? ­­­­\_\_\_\_\_ How could the **opening** be even better?

2. Is the proposal **adequately developed with sufficient details** so that the audience can get a good sense of what the proposed project is going to achieve?\_\_\_\_What else might readers like to know about this?

3. Does the proposal seem **persuasive**, overall? Be as specific as you can about **how it could be improved**—more details, different tone, more concise, a better explanation of the goals, some benefit to the writer offered, a stronger pathos appeal, or whatever.

4. What do you like best about these two documents?