English 1A **Peer Editing Worksheet: ASB Proposal**

Writer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Reviewer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**for the writer**:
1. **(If there’s no memo)** Tell us anything about **your audience** that won’t be evident otherwise and that we will need to understand to judge this proposal.

**2. What is your forum for the piece (where would you post/publish it?)** Please be specific! Don’t say just “a blog” “a flier” (plus, “flier” is a genre, not a forum).

3. What in particular do you want the reviewer to check?

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**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 about the explanation of the writer’s strategies for using **pathos \_\_\_\_\_** and **logos ­­\_\_\_\_\_?** How could any of these be stronger?
3. Does the discussion of the writer’s **research** seem thorough enough? \_\_\_\_\_ Can you think of any other people the writer could talk to for more information or other methods of research to try?

**For the Proposal**

1. Is the first line or twoengaging enough to draw in the intended readers? \_\_\_\_\_\_ Does it introduce the project in a way that makes you want to read more? ­­­­\_\_\_\_\_\_\_\_ How could the **opening** be even better?

2. If there is a **visual** of some kind, is it appropriate and effective? \_\_\_\_\_ If not, can you think of any visual that might make the proposal more effective? Remember that visuals can be informative (charts, graphs, diagrams), persuasive (pictures of happy kids, beautiful landscapes), or both.

3. 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 project?

4. 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.