

Midterm Part II Rubric—100 points total

Invention: 25 points

Analysis: Issues, Audience, Goals

I want to see the analysis typed out. Best order for this project is probably (1) Issues, (2) Audience, (3) Goals. First, get clear about your own issues that you hope to resolve, then see how you can relate that to issues that might motivate your audience. Once you're clear about the issues from both your own perspective and that of your audience, you can define your goals—How do you want your audience to think, feel, and act.

Remember audience analysis has three parts: scope, ethos (same as relationship), and needs. It's important that you give me a clear picture about the audience's ethos, and that I have a clear picture about what the opposing arguments would be. I wouldn't worry about the secondary objective.

Core Argument: e.g. from ch. 23 in JH--If people have a right to enjoy their property, then the town council should enact noise ordinances limiting the hours of snowmobiles and chain saws in the city limits.

Arrangement—50 points: I want you to label each part of your text so that I know when you're doing Narration, when Division, etc.

Opening: Ethos

Body: Logos

Narration (establish the motivating problem), Division (solution options), Proof (Prove why your solution is best), Prolepsis (anticipate and refute your opponents arguments).

Close: Pathos/Synthesis

Execution—25 points

Sentence Style

- decorum: tone, mood, appropriate pathos/ethos
- proper language: usage, mechanics, clarity, fluency
- vividness/concreteness: examples, stories
- ornament: figures of speech, metaphors, humor