

Midterm Part II Rubric—100 points total

Invention: 25 points

Analysis: Issues, Goals, Audience

I want to see the analysis typed out, but your treatment needn't be in order. You probably have to get clear about your audience before you can get clear about the goals. Remember audience analysis has three parts: scope, ethos (same as relationship), and needs. I wouldn't worry about the secondary objective.

Core Idea/Enthymeme: 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—50points

Opening: Ethos

Body: Logos

Narration/Exposition, Division/Options, Proof, Prolepsis/Refutation

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