

Audience Analysis Peer Review



Date

Assessment Completed by

Your first name

Your last name

Peer Review of

Peer's first name

Peer's last name

Instructions: Open the audience analysis assignment to be familiar with the assignment and criteria while responding to these questions.

On another tab, have the "peer review sample.docx" (available via Unit 1 Peer Review and Final Draft Submission Folder) document open to help guide your responses.

Your narrative responses must be in complete sentences and must use language found in "peer review sample.docx"

The analysis addresses all questions for analysis. If not, then list all of the missing responses to questions for your peer.

The analysis is well organized. It has a clear structure with an introduction, a body, and a conclusion. If there is not a clear structure, provide a comment about how to make the structure clearer. Use the template language from the peer review worksheet to guide your response.

The memo includes a clear analysis of the two web sites, including comparison and contrast of the sites themselves and their target audiences. It does not just describe. If there is not a clear analysis of a technical and non-technical website, provide feedback to your peer on where the analysis needs to be in the document. Point out any areas where there is description.

The analysis is concrete in that it uses examples from the Websites to support major points. The use of examples is selective and to-the-point. The examples are included in order to illustrate the analysis point and not to fill the page with words. There are no long direct quotations (defined as more than 3 lines) from the analyzed Websites. The student explains how the examples relate back to the analysis. If there are any deviations to this criteria, provide your peer with feedback using the peer review worksheet templates to guide your responses.

The memo is formatted correctly following the specified guidelines for memos from Chapter 11. APA citation style is used when needed. If there are errors, point those out to your peer.

Spelling, grammar, and punctuation are correct. Minimum word requirement is met. If there are errors, point those out to your peer.

Rate how well the paper aligns with the assignment guidelines (minimal = does not meet assignment guidelines; medium = meets about 75% of the assignment guidelines; very high = meets 95% or above of the assignment guidelines)

Minimal

Low

Medium

High

Very high

Suggestions for meeting the assignment guidelines

Write a final comment to your peer about two of the overall strengths and one overall weakness of the of first draft