

Audience Analysis Memo Rubric Name: \_\_\_\_\_

**STRUCTURE:**

The memo format is clear, employs sensible use of page-space, and does not appear compressed (10) \_\_\_\_\_

The memo header alerts the reader to the clear purpose of the memo, particularly regarding specific ads (5) \_\_\_\_\_

The document employs sensible section breaks, with appropriate and informative headings (6) \_\_\_\_\_

**CONTENT:**

Both ads are clearly identified early in the memo (4) \_\_\_\_\_

The ads are included with the memo (2) \_\_\_\_\_

Coherent organization of paragraphs (7) \_\_\_\_\_

The ads clearly appeal to recognizably different audiences (in other words, the ads are well chosen, per the assignment) (5) \_\_\_\_\_

The memo includes a brief summary of the content of each ad (5) \_\_\_\_\_

The memo includes ample description of the target audience of each ad, based on the information provided by the ad itself (10) \_\_\_\_\_

The memo discussed the appeals (to reason, emotion, credibility) employed in the ads (4) \_\_\_\_\_

The memo addresses any logical fallacies on which the ads' messages depend (3) \_\_\_\_\_

The memo includes a section in which the ads are contrasted (5) \_\_\_\_\_

**GRAMMAR AND STYLE:**

Comma splices, other run-ons, or incomplete sentences (3) \_\_\_\_\_

Subject-verb agreement (2) \_\_\_\_\_

Spelling/word choice (7) \_\_\_\_\_

Passive voice (2) \_\_\_\_\_

"Accuracy" of language (sentence parallelism, avoidance of second-person) (5) \_\_\_\_\_

Careful proofreading (5) \_\_\_\_\_

**PEER REVIEWS:**

Peer review was thoughtfully and thoroughly done (10) \_\_\_\_\_

Total score: \_\_\_\_\_ (100)