

Audience Analysis Memorandum

Peer Review Instructions

Answer each of the following questions and add comments and suggestions below each item.

1. Are the ads clearly directed at different audiences? To what audiences do the ads appeal?
2. Does your peer begin with a clear description of *each* advertisement? How could the summary of each ad be improved?
3. After your peer describes the ads, does your peer move on to examining the *ways in which* these advertisements appeal to different audiences?
4. Does your peer address appeals in the ads to pathos, logos, and ethos? Does your peer address any logical fallacies employed by the ads?
5. Please comment on the aesthetic appearance of your peer's memorandum.
6. Please comment on the sentence-level quality of your peer's memo.
7. Please identify *three* major items on which your peer should focus during his/her revision.