Dear Steven,

Your paper contained good content, however it was poorly organized. I would suggest planning and outlining your essay before you write. It was rather choppy and difficult to read. Use transitions to create flow in the paper. Also, I would suggest using definitions or quotes from the texts we have read (make sure they are properly cited). Do not worry about having a word count or making your paper a certain length – focus more on explanations. If your paper fully demonstrates a rhetorical analysis, it should not matter how long it is – too much wordiness takes away from the content. I would also explain the ethos, pathos, and logos of your advertisement (not necessarily all three, but try to at least hit one of them). You only demonstrated exigence, and I think it would improve your paper if you also included audience, constraints, and maybe even the rhetor. I also noted that you did not have a clear thesis – refer to Professor Wolcott’s power point. She has outlined a good strategy on how to develop one. Also, I would refer to the 7 questions she gave us during workshop – these are obviously things that she would like addressed, and I feel if you include at least some of them, your grade with improve.

I hope this is helpful and not too harsh.

Sincerely,

Annabeth Huff