English 1A **Peer Editing Worksheet: ASB Proposal**   
  
Writer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Reviewer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
  
**for the writer**:   
1. **(If there’s no memo)** Tell us anything about **your audience** that won’t be evident otherwise and that we will need to understand to judge this proposal.

**2. What is your forum for the piece (where would you post/publish it?)** Please be specific! Don’t say just “a blog” “a flier” (plus, “flier” is a genre, not a forum).

3. What in particular do you want the reviewer to check?

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**For the Rhetorical Analysis Memo**

1. Does the explanation of the writer’s ethos strategies seem clear and thorough enough to explain how the writer’s **ethos** (credibility: good sense, good morals, good will) is established? \_\_\_\_\_ Does the writer’s strategy seem reasonable, considering the stated audience? \_\_\_\_\_
2. How about the explanation of the writer’s strategies for using **pathos \_\_\_\_\_** and **logos ­­\_\_\_\_\_?** How could any of these be stronger?
3. Does the discussion of the writer’s **research** seem thorough enough? \_\_\_\_\_ Can you think of any other people the writer could talk to for more information or other methods of research to try?

**For the Proposal**

1. Is the first line or twoengaging enough to draw in the intended readers? \_\_\_\_\_\_ Does it introduce the project in a way that makes you want to read more? ­­­­\_\_\_\_\_\_\_\_ How could the **opening** be even better?

2. If there is a **visual**, is it appropriate and effective? \_\_\_\_\_ What visual(s) might make the proposal more effective? Remember that visuals can be informative (charts, graphs, diagrams), persuasive (pictures of happy kids, beautiful landscapes), or both.

3. Is the proposal **adequately developed with sufficient details** so that the audience can get a good sense of what the proposed project is going to achieve?\_\_\_\_\_\_\_What else might readers like to know about this project?

4. Does the proposal seem **persuasive**, overall? Be as specific as you can about **how it could be improved**—more details, different tone, more concise, a better explanation of the goals, some benefit to the writer offered, a stronger pathos appeal, or whatever.