Rhetorical Analysis Essay

_____/(10)   **Thesis**
Direction of your essay (The "brain")
- Insightfully and intelligently addresses all aspects of the prompt in a thesis
- Includes depth and complexity enough to go beyond the obvious; answers "so what"

_____/(10)   **Organization & Structure**
The framework and flow of your argument (The "skeleton")
- Organizes ideas in a logical, orderly, progression with a beginning, middle, & end.
- Includes a captivating beginning that appeals to readers (ICD)
- Skillfully orients readers to the main argument and sub-claims in the introduction
- Subclaims are clearly aligned with thesis
- Skillfully utilizes body paragraphs to discuss subclaims
- Skillfully constructs a conclusion that avoids a mere outline of the essay
- Uses mature and accurate transitions and transitional ideas to link sentences, paragraphs, and ideas (Flows fluidly from one idea to the next)

_____/(10)   **Content & Support**
How you prove your claims valid (The "flesh")
- **Offers excellent understanding & persuasive interpretation of the text:**
  - Demonstrates strong development of the topic with supporting references (evidence) from the text
  - **References to the text are accompanied by excellent analysis and appreciation of the ways in which rhetoric (such as language, structure, technique, and style) shape meaning in the text.**
- Evidence and analysis are clearly aligned with essay's subclaims and thesis statement
- Overall, content demonstrates sophistication, flair, innovation, and complexity

_____/(10)   **Language & Style**
Selection, arrangement, & conventions of language; The "accessories"
- **Language is very clear, effective, precise, and carefully chosen**
- **Register and style are effective and appropriate for genre of writing**
- **Demonstrates a high degree of accuracy in English grammar, including**
  - **Punctuation**
  - **Vocabulary**
  - **Sentence construction**
- Uses purposeful & varied sentence structure for effect and flow
- If the author breaks the rules of conventions, the author does so purposefully and for effect.

_____/(40)   **Total**