
Checklist for Rough Draft Review: *Advertising*

Intro:

1. Is there an effective and interesting title? How can it be made more interesting?
2. Is an effective method of introduction used to introduce the topic at hand – does it engage you and make you want to read on, or is it boring and bland? Suggest a more effective way to start this essay.
3. Does the thesis present a specific and clear argument? Is it a debatable claim or a factual statement? Is it too broad in scope, or is it focused on a specific type or genre of advertising? Make suggestions for improvement.

Body:

1. Does each major section of the body begin with a complete topic sentence (except for a transitional sentence)? Does the topic sentence articulate a [subject] + [main point]? Is it effective and clear? Make some suggestions for improving each topic sentence.
2. Does each topic sentence directly relate to and support the thesis (is the essay unified)? Make suggestions for improving the wording or for removing/adding information for better *Unity*.
3. Do the supporting details listed in each body paragraph relate directly to the topic sentence? If not, how can the supporting details be better focused on the specific claim made in the topic sentence? Make specific suggestions for adding/removing information.
4. Does overall paragraph development incorporate *specific details and real-world examples*? Suggest where the author might be able use specific facts, examples, statistics, concrete nouns, or anecdotes to more effectively develop the paragraph. Suggest where any figurative language could be used.

Support:

1. Is the outside information documented correctly according to proper MLA in-text documentation standards (parenthetical citations)?
2. Are effective signal phrases used to introduce quotes/outside information and to give the reader background info on the source of the quote?
3. Does the included outside support seem specifically relevant to the essay's central idea? After any support, does the author explain the relevance of the quote in relationship to the thesis at hand – does the author provide *analysis*?
4. Is there any *personal insight* provided for the outside support – does the author discuss how the support relates to/supports the thesis? Where can the author place more of his or her own *personal insight* for more effective *development*?
5. Is there a properly formatted *Works Cited* Page?

Formatting:

1. Is there a proper heading?
2. Are the pages properly paginated?
3. Point out grammatical errors or sentence-structure errors.