

Element	Outstanding		Failing
<b>Purpose</b>	<p>– makes a clear and compelling statement—has a compelling title that helps to signal the central insight/argument of the analysis</p> <p>–establishes a goal for the analysis early on and meets the expectations it sets for readers</p>		<p>–does not make a coherent main point, and/or fails to show that the point is useful /interesting-has no title or a title with no relevant substance (e.g., “Analysis Assignment” or simply the title of the story you are writing about)</p> <p>–essay seems to be about one thing but then is really about something else</p>
<b>Reasoning (Evidence AND Analysis)</b>	<p>–uses relevant evidence (quotes) from the story</p> <p>–makes good use of all evidence /quotes included, by showing readers what you think is most important and how the evidence/quote relates to the overall argument you are making</p> <p>–avoids excessive summary, emphasizing analysis instead; when summary is used, you are summarizing according to what’s most important and signaling your own position</p>		<p>–does not use any evidence, either in paraphrase or quote form, from the project, OR,</p> <p>–has some or lots of quotes but lacks explanation about why these quotes are relevant</p> <p>–reads like a description only; is largely a summary of the project and how it works and contains little or no analysis</p>
<b>Order</b>	<p>–unfolds in a logical and convincing way</p> <p>–all pieces of the argument are connected back to the essay’s main insight</p>		<p>–essay lacks organization; it is hard to follow the argument</p> <p>–has some or even lots of insights but they are not connected to one another or to a central point</p>
<b>Audience</b>	<p>–written with an intelligent, interested audience in mind, with collegial tone and clear writing (Lanham’s style)</p>		<p>Either overly casual or overly academic/formal and overblown.</p>
<b>Ethos</b>	<p>–conveys that a credible, reliable author stands behind this essay (this is affected by typos, spelling, punctuation and grammar, etc.)—follows the required format: MLA in-text citation</p>		<p>–is full of technical errors, does not include a citation of sources or does not cite them correctly or consistently—does not follow the required format</p>