

Assignment 2.— Review

Length:

250-800 Words (500-600 words is the sweet spot)

Context:

You occasionally post reviews on your personal blog.. A public event, local business, or product has caught your attention and you decide to write a review.

Audience:

A broadly focused blog audience

Your audience is NOT your instructor!

Expectations:

In your review, you may choose to evaluate a public event, such as a concert or other public performance, a local business like a store or restaurant, or a product. Whatever you choose to review, the evaluation should include descriptive detail to help your audience understand and “experience” your subject.

Genre-based Expectations:

As you get started on this project, it’s a good idea to be familiar with the genre of your subject well before writing. So if you decide to write about a pizza shop, you probably want to know something about other pizza restaurants. If you review the most recent Samsung smartphone, you should probably have some experience with iPhones or other smartphones. If not, you don’t have a frame of reference to use for evaluating and writing an effective review.

Be specific with the criteria you use to compose your evaluation. Don’t simply say the subject is good or bad. By choosing specific standards to base your judgments on you can show concrete ways that the subject performs well or fails to achieve those standards.

Blog-Specific Expectations:

Using a blog, the writer can communicate in more ways than simply by using text. You are expected to make use of at least one other methods of communication beyond simply writing. Methods that can be added to a blog post include visual images, graphics, video clips, or audio. These will be evaluated based on whether one or more are used and on how much they add to the point your post makes.

Writer’s Commentary:

This class is about public writing and a blog is a public writing medium. If you would prefer to keep your blog private, that option will be available to you. However, building an audience for a piece of writing is an important public writing activity and blogs offer many different ways to publicize your writing and build an audience.

You are required to write a commentary that explains your efforts to (or how you *would* make efforts to) increase the audience for your review. Also, please explain how your visuals or audio are meant to appeal to your audience.

Process

1. Choose a subject for review
2. Research the subject, and others like it.
3. Think about organization before you start writing. Maybe create an outline. You can change the organization during your project as long as you look back at your outline and see if it still fits together.
4. Don't get stuck at the start; get something written down on the page. If you are stuck on the introduction, try writing a body paragraph.
5. Find relevant and useful visuals (or possibly audio) that add to your written work.
6. After you get some feedback from classmates, revise to make sure that your language choices are appropriate for your audience, your piece is organized around specific criteria, and your descriptions include solid descriptive details. Be sure to include appropriate citations for information taken from outside sources

You should save your report as a Microsoft Word document and keep a copy for future use, but DO NOT upload the Word document as an attachment to Canvas. Instead, copy the text from the document and paste it as your post in the discussion section of Canvas. It should be completed before we meet on Friday, May 1st.

Thanks,

JBH