THE BASICS of an Evaluation Argument

-Decide on a target audience you wish to persuade. Come up with a thesis statement that explains your opinion on the overall quality of your topic, relative to your target audience.

-Choose appropriate criteria. In order to evaluate a topic, you need to detail criteria in which the topic will be evaluated. (For example, if you are evaluating a movie, the criteria might be cinematography, plot, realistic characters, or special effects.)

-“Critique the criteria.” The body of your argument should address the effectiveness or ineffective qualities of each piece of criteria. Provide examples and detailed explanation to support your assessment of each piece of criteria.

-Support your argument with reputable research. (For this paper, we’ll work mostly with popular [and Internet], rather than scholarly, sources, and we’re focusing on direct *quotations*.)

-Address any counterarguments that might arise.