

TO: Richard Serum

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SUBJECT: Brief Rhetorical Analysis Peer Review

The Brief Rhetorical Analysis

In the memo it states the purpose of the Taylor website. The purpose of the Taylor website is to be a tool and resource for people to use for purposes from reading blogs to shopping. The memo states the audience of the website is people who are interested in guitars and how they are constructed. The author of the memo uses the six characteristics well to organize the analysis by using them as headings and writing about the specific characteristics under the appropriate heading. Richard talks about the problem-solving characteristic of the website under the problem-solving heading.

Design

The memo is well written but there doesn't appear to be a declaration of the form of communication. The author states at the top their name, the recipient's name, the subject, and the date. The subject of the memo is Rhetorical Analysis. The title is very precise, two words, and it uses specific and accurate language. The accurate language of the title is shown throughout the memo by it being an analysis of the Taylor website. The document has six appropriate headings. The headings are appropriate to the content they consist of. The Collaborative heading talks about aspects of the website where multiple people have contributed. The memo states in the "Wood and Steel" tab there is a collection of stories, from different writers, that talk about what is happening in the Taylor community.

Paragraphs

The paragraphs have clear topic sentences. The first sentence under the Design-Centered heading talks about how the website has an uniform design. The paragraphs back up the topic sentence. In the paragraph it strengthens the topic sentence by talking about how easy and enjoyable the navigation is. The paragraphs have a good balance between depth of details and brevity for the sake of readability. The Collaborative paragraph specifically shows good balance by explaining how the website shows the collaborative characteristic while not being too long. There is a good transitionary sentence at the end of Audience-Center that links to the Problem-Solving paragraph. The transitionary sentence mentions how the website has everything you need to know.

Style and Correctness

All the sentences are reasonable length and contain enough information to be effective. The author shows active voice. The sentence that sticks out to me using active voice is when they say they scroll through the website and find it educational and captivating. I can't find any

spelling mistakes in the document. The author uses precise words when describing the site by using a phrase “owner’s basic breakdown or the instrument”. The author does not use any clichés.