

P4 Checklist

Publication

- Has the writer chosen a specific publication to which he/she imagines submitting this piece?
- Does the writer have a sensible rationale for choosing this publication?

Audience

- Does the writer style his/her essay according to the audience of that publication?
- Does the writer include enough context for that given audience? Too much/too little context?
- Does the writer seem to be speaking directly to that audience?

Voice

- Does the writer write clearly and engagingly?
- Has the writer selected a tone and style (passionate, satirical, scornful, humorous, argumentative, etc)?
- Is that tone and style effective given the topic?

Opinion

- Does the writer state his/her opinion clearly?
- Does the writer state this opinion as soon as possible?
- Is the writer's opinion original?

Exhibit

- Has the writer selected an exhibit to illustrate his/her opinion?
- Is the exhibit timely (news)? If not, is it still relevant for some reason?

Evidence

- Does the writer use evidence when necessary to support his/her opinion?
- Does the writer use enough evidence without getting too bogged down by it?

Structure

- Does the writer structure the essay so that it reads quickly (i.e. short paragraphs)?
- Does the essay's argument flow logically?
- Are there clear transitions between paragraphs?
- Are there clear transitions between sentences?

Motive

- Does the writer articulate a clear motive?
- Is the motive more obvious than it would be in other kinds of writing (for example, a call to action)?