

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)?