

Week 4: Evaluation

Evaluation goes hand in hand with analysis. In fact, you can't really evaluate something without analyzing it first, as you will see the three steps below. Think of evaluation in terms of judgment. We evaluate/judge things all the time. Every time to choose one breakfast cereal over another, we are evaluating. In fact, any time you choose to buy anything, you evaluated it to determine if it was worth your money. Many of us are also evaluated at work.

Evaluation has three parts:

1. Criteria (what are the standards I will use to judge this thing)
2. Judgment (based on those standards, is this thing good or bad? This is your analysis.)
3. Evidence (specifics to back up your judgment)

Always remember those three pieces of an evaluation, especially the first. Without criteria, you have no basis of judgment.

READING:

Chapter 11 review (.pdf file attached)

Especially review the sample rhetorical analysis essay provided in the chapter. Use that as a sort of "template" as you write this essay.

EVALUATION DISCUSSION FORUM

Once you've completed the reading, go to the Analysis Discussion Forum link. Review my opening question and respond, and then respond to at least TWO of your classmates throughout the week.

ASSIGNMENT

Download the instructions for the rhetorical analysis essay (included in this week's material—do NOT use the instructions in the chapter), and submit the essay using the link provided.