



The Peer-Review Process

THE PEER-REVIEW PROCESS IS USED IN COMPOSITION COURSES FOR A NUMBER OF REASONS:

1. YOU WILL STRENGTHEN YOUR *CRITICAL READING* SKILLS AS YOU CHECK YOUR CLASSMATE'S USE OF LANGUAGE, ABILITY TO EXPRESS IDEAS, MANNER OF ORGANIZING MATERIAL, PUNCTUATION AND GRAMMAR, AND ASSESSING THE OVERALL "PRODUCT."
2. YOU WILL GAIN HELPFUL INSIGHTS ABOUT YOUR ESSAY FROM MULTIPLE PERSPECTIVES.
3. YOU WILL LEARN THE IMPORTANCE WRITING FOR YOUR AUDIENCE WHEN YOU KNOW YOUR ESSAY WILL BE READ BY YOUR PEERS.

When Reviewing an Essay...

- ▶ Go from big issues to small issues→
- ▶ For instance, before you point out the punctuation issues or spelling errors, start by reviewing the **content** of the paper:
- ▶ What is **each paragraph** about?
- ▶ Is there a **thesis statement** in the introduction that fuels each paragraph's defining point?
- ▶ Are the **main points** (paragraphs) organized in a useful fashion?
- ▶ Are the introduction and conclusion paragraphs effective "book ends" for the essay?

Looking at the Essay's Paragraphs

- ▶ In order to determine what each paragraph is about, create a **reverse outline** of the paper by listing what each paragraph is about; for example, a reverse outline could look like the following:
- ▶ 1. Introduction with thesis of how ad 2 is stronger ad because of its convincing factual evidence and its use of vivid color
- ▶ 2. Body paragraph 1: description of shampoo ad 1
- ▶ 3. Body paragraph 2: use of pathos and ethos in ad 1
- ▶ 4. Body paragraph 3: description of shampoo ad 2
- ▶ 5. Body paragraph 4: use of logos and pathos in ad 2
- ▶ 6. Body paragraph 5: use of colors and text in ad's 1 and 2
- ▶ 7. Body paragraph 6: gender roles accentuated in ad's 1 and 2
- ▶ 8. Conclusion

Looking at the Essay's Organization

- Check to see if the essay has organized its paragraphs in a useful fashion by noting how the points could be moved around in a more useful ordering
- Looking at the thesis and noting what each paragraph is about, decide if the essay is thesis-driven or if there are some paragraphs that do not relate to the thesis
- Make sure the introduction and conclusion paragraphs effectively introduce and conclude the essay's focus, respectively
- Address any confusing information or content and note how the essay could be stronger, as a whole

Going from Big to Small...

- ▶ After you have made helpful suggestions about the “larger components” of the essay, you should begin to look at the “smaller components” of the essay
- ▶ The smaller components of the essay include such composition elements as topic sentences, transitions, sentence variety, grammar issues, and the visual appearance of the essay

Topic Sentences

- ▶ Regarding the issue of topic sentences, be sure that each paragraph begins with a sentence that encapsulates that paragraph's main points.
- ▶ An example→ If you had a body paragraph about a shampoo ad's use of pathos, you would write a topic sentence similar to the following: If we look carefully at the Pantene shampoo ad's use of emotional appeal, we see how the ad's producers aimed to create envy from its female viewers by showing how extremely shiny, long hair will attract a man.
- ▶ Topic sentences should be thought of as a mini-thesis for the paragraph it belongs to.

Transitions

- ▶ Each body paragraph should begin with a topic sentence and an obvious transition from what was discussed in the previous paragraph to what will be discussed in this new paragraph.
- ▶ For example, the following sentence, which is the first sentence of a new body paragraph, encapsulates both a transition from what was just focused on to what will be focused on next (essentially, a transition and topic sentence mixed together to make one sentence): **Although Pantene's ad effectively uses pathos to make its female viewers envious of the female in the ad,** *the logical appeals in this ad are the most effective element of the visual argument, for the numbers and percentages of vitamins in the shampoo are impossible to ignore.*
- ▶ As you can see above, the bolded text shows the transition from one topic to the next, and the italic text shows the topic sentence that expresses the new focus of that paragraph.

Sentence/Word Variety, Grammar, and the Essay's Visual Appearance

- ▶ The last things to check in a rough draft are the variety of sentences and language in the essay, the grammar, and how the essay *looks*.
- ▶ To check sentence/word variety, pay close attention to how the sentences begin and note the level of language.
- ▶ Finally, every instructor knows what an essay should *look like*. If something looks off in the visual appearance of the essay, note this. The next lecture will focus on the visual appearance of essays.

Make notes on the actual essay

- ▶ I encourage you to write comments/suggestions on the actual essay itself so your classmate can see specific suggestions you have. You accomplish this in two ways:
 - ▶ Use Track Changes (available in Microsoft Word--just go to the Review Tab and click "Track Changes"; then you can Add a Comment or mark things and this will be noted. You can save and upload this reviewed essay).
 - ▶ Use a different color font and make notes in the text of the essay. I often use red or blue and make notes in the essay's text so my notes are easy to decipher. Then save and upload this reviewed essay.

Here are some visual examples of what a reviewed essay looks like

Jane Doe

Essay 1 Rough Draft

English 102

Talbot

01/20/2014

Race You To The Top

In a world where the average American is exposed to upwards of 3000 advertisements a day, the trouble that advertisers are finding is reaching an audience. The average American is flooded with advertisements at all moments of their waking day, from the moment you turn on the news or walk out of the door advertisements are everywhere. For major companies like Nike and New Balance reaching their consumer is becoming harder and harder. In the advertisements I chose simplicity is king, they catch the viewer with a simple image and a simple idea. You need to do this and you need to do it in our shoes. Captivating your target audience and making them think about your product and your name is the most important elements in advertising.

The Nike advertisement is so simple, but it grabs your attention immediately. It has a bright black background with a bright white shoe on it, with a white smear trailing off the right side of the page coming from behind the shoe. It also has a plain simple white Nike Swoosh in the bottom right corner of the page. The smear is the most captivating element of the advertisement. It gives the shoe movement and speed saying "if you wear this shoe you will be so fast" without using words.

Comment [T1]: Comma after chose

Comment [T2]: Maybe a semi-colon after king instead of a comma.

Comment [T3]: This seems like your thesis...it works very well to make the reader understand what you'll be writing about for the rest of the paper, but maybe put this at the end of the paragraph

Comment [T4]: I like the thought of "You need to do this and you need to do it in our shoes" but it feels out of place...maybe reword.

Comment [T5]: Transition sentence needed...

Here are some visual examples of what a reviewed essay looks like

Jane Doe

English 102

Paige Talbot

Essay 1 draft

January 19, 2014

The Cold War

Winning and being on the top of the Pyramid; 1.we are talking here about commercials, acknowledgment and a good economic plan. Commercials are oriented for winning space and time 2.on the 3.electronic media to make the brand known to people. Also they have evolved through the years from black and white to more vibrant colors. The 4. today commercials are rich in context and try to get your attention to make you curious about it and 5.finally to buy it. 6. Pepsi and Coca Cola have been creative for many years; they have grown together and have been competing against each other.

Pepsi commercial starts with a boy walking on a sidewalk marked by Mexican style buildings, and Mexican music mixed with kids voices in the background. The boy is about 8 or 9 years old, dressed like a soccer player with green shirt, black shorts, dirty white socks and shoes, dark short hair. He walks on the sidewalk that has dry grass on it and is marked by

Here are some visual examples of what a reviewed essay looks like

it up
John,

I think you did an amazing job explaining your commercials. You mapped it out to where the reader basically had no need to watch the videos; they just knew what they were completely about. I think you have a good catchy intro that completely opens the door to what the reader should be expecting to be reading about and it draws the reader in to keep reading.

I think it was a smart choice to have a paragraph following each commercial explanation to analyze it. The one thing I would change about both of those paragraphs is, I think you should add in specifically what rhetorical theme each commercial portrays and maybe why they chose that specific rhetoric.

My favorite part about your essay and what I feel is the strongest, is how in depth and creative you are with explaining your commercials. You really paint the picture for the reader. You also have strength in your organization. I learned more on organization just from reading your paper. Thank you!

What I think could use the most improvement is your conclusion. It is SO close to being complete but it really feels like it's missing something. A general rule of thumb my 121 instructor told me is to be sure to review your major points in the conclusion (hope that helps.)

Other than that there are just a few grammatical and other small errors I found in your essay. I highlighted those in red and numbered them so that you can read it in your paper then refer back to here to see what I thought might work better for you. 😊

Small Corrections

-The Cold War should be underlined.

1. Here I would consider rephrasing. Something about the “we are talking about” part I think got a bit wordy for me maybe try something like... “Winning and being at the top of the pyramid; a common goal most businesses have, especially when it comes to commercials and advertising.”
2. I think “in” would be better to put here instead of on. When I read it out loud, it made more sense to say “in” rather than “on”.
3. I don’t think that you necessarily need electronic here. Maybe the word popular or social would be a better descriptive word 😊
4. “the commercials today” instead of “the today commercials”
5. I would just switch those two words and instead of saying and “finally to buy it”, say “to finally buy it”