Writing Critique Assignment (20% of Final Grade)

Due: May 20 by 11:20 AM – upload Word document to Assignments & Writing Tests section on Blackboard
Note: Students will choose to complete either this assignment or Writing Test #1

Preparation

You should consider the feedback you have received for your WAs and the information provided in the WA debriefings. Reflecting on your own writing may be helpful in providing criticism that will be readily accepted by the author. You should read the analysis model prior to reading the document you are to critique – having a thorough understanding of the "lens" you are to use helps you focus as you analyse the document.

Product

Using the analysis model provided below, write a critique of the document posted in the Assignments & Writing Tests section on Blackboard (Writing Critique Document). Your critique should point out what has been done effectively (including why this is effective), as well as what needs to be improved (or what is lacking). There is no need to include each instance of effectiveness or error (i.e., each correct use of you-attitude does not need to be itemized; each missing comma does not need to be noted). Each suggested improvement will be reinforced with a specific example of the improvement (write it out) and textbook page numbers will be included (follow the same process used for the WA feedback). .

Your critique should address all aspects of the model; however, you should not simply "answer" each question, as your writing will lack appropriate flow. The model provides you with a framework for your critique (analysis) of the document; the questions should be considered as "prompts" for your critique of the document. Your critique will include an effective introduction and conclusion, and headings will be included to guide the reader.

Format and Submission

Your assignment will include a header containing your name and the assignment name - Writing Critique (note that a header is inserted using the formatting tools in Word – an example is seen at the top of this assignment guide: Writing Critique   MGMT 3210-002   Spring 2020). There is no need to include a title page. Your critique will be no more than three pages, in Calibri 11 point font, using single spacing or multiple 1.08 or 1.15 spacing (default), with 2.5 cm margins (default). You will include appropriately formatted headings within the document (consider effective document design).

You will upload your completed assignment to the Assignments & Writing Tests section on Blackboard (**as a Word document only**) by **11:20 AM on May 20**. Assignments submitted after the deadline will receive a late penalty of 10% per 24-hour period (not including weekends) for up to three days, and no feedback will be provided to late submissions.

Analysis Model for Writing Critique

Purpose

- Why is the message being delivered? What outcome or action is desired?

Audience

- Who is the primary audience for the message? Who is the secondary audience?
- What do you know about the audience(s)?

Information

- Is there sufficient information for the audience(s) to act?
    - Completeness
- Is there too much information? Does the message contain redundant information?
    - Conciseness
- Is the information clear, specific, and accurate?
    - Clarity, concreteness, correctness
- Is the information appropriate for the purpose and audience(s) identified?

Style and Tone

- What is the style of the message? (*Formal, informal, professional, etc.*)
- What is the tone (attitude) of the message? (*Reader-centric, writer-centric, negative, etc.*)
- Are the style and tone consistent throughout the message?
- Are the style and tone of the message appropriate for the purpose and audience(s) identified?
    - Courtesy
- Are reader benefit, you-attitude, and positive emphasis included in the message?
    - Consideration

Design (including Format)

- Does the document design increase the clarity of the message?
    - Clarity (visual)
- Are emphasis techniques used appropriately in the message?
- Does the design help the reader to easily navigate the message?
- Is the format appropriate for the purpose and audience(s)?
- Are the format elements correctly presented? Are any format elements missing?

Language and Organization

- Is the language appropriate for the purpose and audience(s)?
    - Clarity (verbal)

- Is the grammar correct?
  - Correctness
- Are the sentence and paragraph structures appropriate for the purpose and audience(s)?
  - Clarity (verbal)

Grading

Your critique will be graded on the thoroughness and effectiveness of your analysis, the clarity and flow of your writing, and the effectiveness of your document design. The grading rubric is available in the Assignments & Writing Tests section on Blackboard.