

Peer Review Worksheet

Unit 2: How do marketers get our attention?

Page 60: Revise and Edit

Q: Skills for Success

Third Edition

Unit Assignment: Write a descriptive essay about an advertisement.

Date: _____

Writer: _____

Peer Editor: _____

Title: _____

1. Underline the hook in the introduction, how effectively does it catch the attention of a target customer for this product? Do you have compliments or suggestions for a better fit?

2. Write the main features of the description, such as target customer, in order. Does the writer give enough explanation for each? What else might the writer include?

3. In the body paragraph(s), underline three places where the writer can add descriptive adjectives or adverbs or replace general words? Write replacement words below.

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4. Put a check in the margin where the writer has used ideas from the readings or the unit video. Suggest another way the writer might use material from the unit to support an idea.

5. Check nouns that introduce people and/or products. Has the writer used articles *a/an* to if they are singular? Is *the* used before previously mentioned, related or unique nouns?

6. Write a sentence or two explaining your impression of the product. Are you a target customer? Why would you buy it or not buy it?
