CRITERIA	MEASURES	READER COMMENTS
Argument	The point of paper is clearly	
0	defined and its importance is	
	established; writing is	
	persuasive; author's point of	
	view is clear; arguments are	
	good and made clearly and	
	simply; alternative points of	
	view are considered and	
	evaluated; conclusions are the	
	author's own synthesis and not	
	just a summarizing or	
	paraphrasing of other people's	
	arguments.	
Evidence	Research has been done and	
	evidence (data, citations to	
	credible authorities, quotes,	
	examples) is provided for	
	assertions. Citations and/or	
	bibliography are in appropriate	
	format.	
Organization	Each paragraph makes just one	
	point or a few closely related	
	points; purpose of each	
	paragraph in overall structure of	
	argument is clear; good	
	transitions between paragraphs.	
Style	Writing strives to be concrete	
	(via use of examples, stories,	
	evidence, images, and	
	metaphors). Good choice of	
	words, images and metaphors;	
	colloquialisms, clichés, and stale phrases avoided	
Mechanics	It is evident that care and effort	
	has gone into preparing the	
	paper. (i.e., no grammar or	
	typographical errors; correct	
	use of citations, direct	
	quotations, and paraphrases.)	
	quotations, and parapinases.)	

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