

Standards:

Task: ***Born to Trouble* Evaluating Arguments Part 2**

Now that you have had the opportunity to argue for the teaching of the novel, it is time to switch gears. We have talked about evaluating the “agenda” of producers, editors, publishers, etc. any time we are using a secondary source. You are again going to write a memo, but this time your audience is the executives at PBS. Consider the slant of the producers of the video, and explain your feelings on the obligation they have to fair reporting.

To: Producers of the PBS documentary *Born to Trouble*

From:

Date:

RE:

Rubric:

	9/10 Points	8/7 Points	6/5 Points	4-0 Points
Topic Description	The memo acquaints the reader with the topic effectively.	Topics are anticipated and answered to some extent.	The reader is left needing to ask frequent questions to understand the memo or to obtain sufficient information.	The memo creates substantial confusion about the nature, scope, or background of the topic.
Argument for Topic	The memo makes an explicit, compelling argument for the topic.	The topic's suitability seems appropriate; the argument could be more explicit or more thoroughly developed.	Potential weaknesses aren't addressed.	The memo fails to argue explicitly for either the topic
Organization and Usability	The memo supports both sequential, deliberate reading and quick scanning for individual pieces of information.	The memo makes sense when read as a whole; readers experience some delays in finding individual pieces of information.	Readers have to navigate large blocks of text to find information.	Structural elements such as headings are absent; quick scanning for information is difficult or impossible.
Support	The memo specifies individual sources, assesses their merits and flaws.	Exact identifying information is absent, but the memo describes a coherent thesis.	Topic is discussed only in general terms.	The memo provides little support for argument.
Memo Format and Conventions	The document meets professional standards for memos, including exceptional conciseness and tight organization.	All elements specified in the assignment sheet are included; such elements as the subject line and section headings could be revised for specificity and clarity.	Most memo elements are included; some elements from the main heading or subject headings are absent.	The document lacks several essential features and needs substantial revision to fit the memo genre.