

https://www.youtube.com/watch?v=AJ29Ql_pSkg&feature=youtu.be

How effectively do you feel this draft convinces the reader to agree with the argument being made, on a scale of 1 to 10? Try to keep in mind the kind of reader the argument seems to be targeting.

1-----2-----3-----4-----5-----6-----7-----8-----9-----10
Totally Moderately Extremely
ineffective effective effective

In its current state, this project is ineffective when convincing the audience to agree with the argument being made. There is no information in the video, so there is no chance that the audience will be convinced. The first step is to include all of your facts on why your opinion is correct. Another thing to work on is the audio portion of your video, considering you don't have that in place.

What kind of public argument do you think this is? Check **one** (and **only one**) of the argument types below:

This argument establishes an original **con position** on an issue of debate.

This argument proposes a **solution** for a problem that is being debated.

(and clearly identifies the idea I'm supporting).

_____ This argument openly **refutes** a specific solution or policy under debate (and clearly identifies the idea I'm refuting).

How effectively do you feel this draft achieves the purpose for the argument type you identified above, on a scale of 1 to 10? Refer back to the type descriptions in the instructions for Blog Post 10.7 if needed.

1-----2-----3-----4-----5-----6-----7-----8-----9-----10
Totally Moderately Extremely
ineffective effective effective

If you give a score **higher than 5** and you cannot cite at least **THREE specific details** from the draft to justify that score, I'm going to **deduct one point from YOUR peer review grade** for Deadline 12. If you give a score **lower than 5** and can cite **TWO specific things** the writer needs to work on for this category, I'll award you **an extra point towards YOUR peer review grade** for Deadline 12. If your overall peer review grade for this assignment exceeds 20, I'll apply the additional points towards recent missing and/or low-rated blog posts. I **reserve the right** not to award points for under-explained or banal feedback.

Your rating for purpose: 2

Please explain the reason for your score in at least 3 to 5 clear sentences. Cite specific details from the rough draft to explain your score:

The images that are in place do the bare minimum when it comes to explaining why Uber has caused an issue with the taxi business. To improve, I would suggest stating statistics on how much business Uber has cost the taxi industry. Also, I would suggest explaining why people are choosing Uber over taxis in the first place. Lastly, I believe it would be

beneficial to have some images that show the revenues from both taxis and Ubers, so the audience can make that comparison more easily.

Argumentation

Refresh your memory about [the three different kinds of rhetorical strategies we read about for Project 2](#): Emotional appeals, Ethical or credibility-building appeals, and Logical or rational appeals.

How effectively do you feel this draft uses rhetoric to make its argument? This might mean balancing different kinds of appeals, doubling down on one category or something else. There's lots and lots of different ways authors can use these strategies... So, what do you think of how this draft made use of these three categories of appeals, on a scale of 1 to 10?

1-----2-----3-----4-----5-----6-----7-----8-----9-----10
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Your rating for argumentation: ____1____

Please explain the reason for your score in at least 3 to 5 clear sentences. Cite specific details from the rough draft to explain your score:

There is no rhetoric in this video. I feel like logical appeals will be the most effective moving forward. I'd suggest adding several statistics and charts showing the numbers of Ubers and taxis. Also, ethical appeal will be important. If the audience has a reason to

trust you as the creator of this video, then your argument will carry much more weight. I'd suggest citing your experience with both taxis and Ubers, or explaining why you are qualified to speak on the matter.

Genre

You will need to read/look at the hyperlinked examples in the student author's Blog Post 11.3 in order to rate this category.

How effectively do you feel this draft follows the genre conventions established by the examples they linked us to in Blog Post 11.3, on a scale of 1 to 10? Try to keep in mind that this is about how well this draft would fit - visually and tonally - on the specific website the student author is designing their argument for.

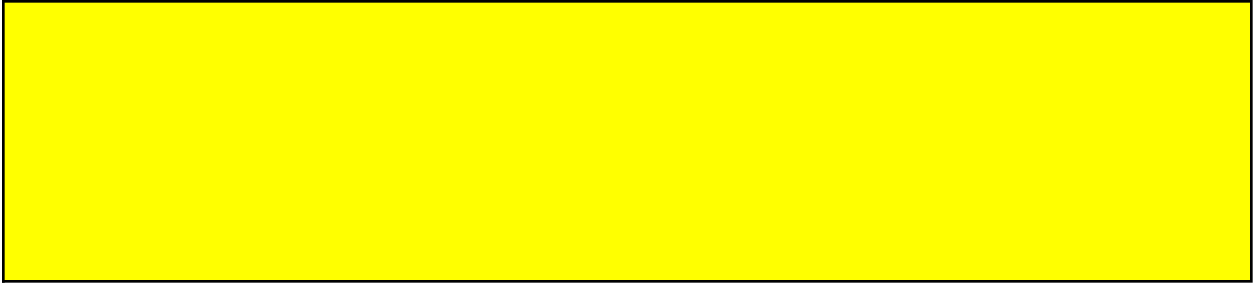
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Totally Moderately Extremely
ineffective effective effective

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Your rating for genre: 3

Please explain the reason for your score in at least 3 to 5 clear sentences. Cite specific details from the rough draft to explain your score:

The images and limited text follow the guidelines of your genre. However, there is no audio or information in the video. I would suggest adding a voiceover of the video so the audience does not watch a silent video. Also I would suggest adding facts and statistics so your argument is more substantial.

**Other comments?**

Of course, this is a basic outline for your project, so it makes sense why all the scores are so low. If you add audio and information, this project could be very successful.