

WRIT 320 – PEER REVIEW: Business Proposal

Reviewer of the paper: _____

Writer of paper: _____

Instructions

- 1) Read all the questions below so you can be aware of what to look for as you read.
- 2) Read your peer's draft, making marginal notes with your word processor's comment features.
 - a. Note grammatical errors. (Try to identify the problem without fixing it for the writer.)
 - b. Note stylistic problems (e.g., lack of clarity) and successes (e.g., engaging phrases).
 - c. Ask critical questions or make critical observations from the perspectives of both believers and doubters. (Try to make at least one critical remark for each paragraph.)
- 3) After reading the whole paper, complete the rest of this document. While you do not need to answer all the questions in each section, do try to give a paragraph of feedback in each area.
- 4) Return the marked-up draft and this peer-review form to your classmate.

A. The grammar and style of writing should be formal, but engaging.

Is the writing style both clear and engaging?

Does the writer convey the proper professional voice (i.e., authoritative, objective, etc.)?

Do you see any recurrent grammatical or stylistic problems? (If so, what are they?)

What is the strongest paragraph in terms of style and clarity?

What is the weakest paragraph in terms of style and clarity?

B. The paper focuses on proposing specific actions to a specific audience

What is the paper's main proposal and who is the audience? (If you can't identify it, tell the writer.)

Is the proposal supportable within the scope of 1000 to 1500 words (too small? Too big? Explain)

Does the proposal address an issue or opportunity relevant to the chosen audience? (Explain)

How might the specific proposal be made stronger (more detail, different emphasis, etc.)?

Does the writer provide an engaging, appropriate intro to the proposal? (possible improvements?)

C. The paper’s organization and development should explain and support the assessment of the opportunity or problem, as well as the proposed action(s).

- Are the current problems (or opportunities) and proposed action(s) sufficiently explained?
- Are there clear and effective section headings and paragraphing to help readers process the proposal?
- Does the overall proposal consider relevant counter-arguments based on feasibility, costs, etc.?
- Are there any paragraphs or sections that do not seem to be relevant to the proposal?
- Does the conclusion discuss implications of the proposal and provide a measured exhortation to act?
- What are the strongest and weakest paragraphs in terms of how they do or do not help the proposal?

D. Outside sources should support the overall demonstration of the proposal.

- Are there any claims or observations that could be better supported by research? (Explain.)
- Do any sources seem irrelevant, biased, or otherwise without credibility? (consider audience’s values)
- Does the writer properly introduce outside sources, explaining their credibility and relevance?
- Does the paper include relevant visual support and primary research?
- Does the writer effectively synthesize and explain the various sources, showing clearly how they support the business proposal?

E. The formatting should be professional and the documentation in APA.

- Does the paper present a clean, professional appearance? (If not, what is wrong?)
- Does the writer cite outside sources using proper APA in-text citation and quotation formatting?
- Is a References page provided at the end of the proposal, listing all sources cited in the body?
- Are the References-page entries properly formatted?
- Does the References page cite sources not used in the body of the paper?