Peer Review: Media Analysis

Name of Author (me):   _____

Name of Reviewer (peer partner):   _____

Title of Essay: _____

One question I have for my peer review partner is:

_____

_____

Instructions

Read your partner's draft OUT LOUD to them. Make notes on the following aspects and discuss them with your partner. Take your time! Talk!

1. Does the author's *description* give you get a clear mental picture of the ad? After you read the description, look at your partner's ad. What was effectively described? What could be clarified? How?
2. According to the author, when/where was this ad published, and who is the *target audience* for the ad? Do we hear about their values/fears/desires? Is more information/clarification necessary? What could be explained further? Why and how?
3. Based on the author's description/initial analysis of the ad, what messages/meanings seemed to be the most obvious?
4. Based on the author's analysis of the ad, what were the most unexpected/latent/interesting meanings? What deeper meanings, cultural myths, social issues, etc., has the author revealed?
5. What is most interesting/impressive about this draft?
6. Based on the author's description and analysis, what do you think of this ad? Do you think the author was thinking critically or just on the surface? Are there other elements of the ad or potential cultural myths that haven't been explored?
7. What would you recommend/questions do you have (where you want more, feel like you need less?
8. Respond to the author's question.
9. Reread the title. How do you think the author felt about their critique? Do you think the title fits the paper, or could it be better? If the author hasn't included one, what might be an effective title?

Reflect/Revise. Once you have completed peer review, respond to the following questions and post on the Peer Review blog. Use the remaining time to work on revisions.

1. Now that you have heard your draft read aloud and received feedback, what advice is most helpful?
2. How do you plan to address this?
3. What is the most effective part of your draft so far?
4. What will be your focus for revision (1-3 points) and what is your plan to address them?