**Product Review Assignment**

Many of us are familiar with reviews—for movies, books, restaurants, electronics, and so on. A review is a type of evaluation. Reviews can be useful. They help us make decisions about what we watch, read, and buy. Reviews can also be a source of income. Believe it or not, many companies pay consumers to write reviews of their products. They use these evaluations to improve their products and compete more effectively in the marketplace.

Your assignment is to write a review of a product with which you are very familiar. You are to inform, in a formal way, others (such as your classmates, teacher, and other interested people) about a product you know well. The purpose is to give your audience the benefit of your expertise in making buying decisions.

Your review should have four parts:

* **The introduction**. Introduce the product by name and describe it in detail. You should share with the reader how you came to be familiar with the product.
* **A discussion of the product’s strengths**. Identify a small number of aspects of the product (e.g., design) that are especially strong and explain why you think so. Give concrete details and examples.
* **A discussion of the product’s weaknesses.** What aspect(s) of the product either don’t succeed or could be improved? What suggestions do you have for improvement? Again, you don’t have to mention everything. Focus on the most important weakness(es) in a detailed description.
* **An overall evaluation of the product.** What is your general opinion of the product? Do you recommend it or not? What’s the “bottom line”—thumbs up or thumbs down? What “final grade” do you give it? Why? Is it a good value for the consumer or not? Explain.

Your review should be between 300 and 500 words in length. You will create a website to post it online. To show the context for your review, you should provide links to three other online resources.

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| Category | Superior: 10 | Good: 9-8 | Developing: 7 | Not Yet: 6-5 |
| Evaluation | Your review presents a focused, thoughtful and convincing evaluation of a product. | Your review presents a focused evaluation of a product. | Your review describes a product without offering a full evaluation. | Your work does not address the assignment. |
| Support | Your review thoroughly develops reasons to support your evaluation by using abundant and convincing evidence, which includes consideration of both the strengths and weaknesses of the product. | Your review supports your evaluation by considering both strengths and weaknesses of your product. | Your review presents reasons to support your evaluation that are thinly developed. | Your review lacks much if any support for the evaluation you present. |
| Organization | Your review demonstrates control and sophistication in organizing ideas to make a point. Your introduction is catchy and compelling. Each paragraph transitions smoothly. Your conclusion highlights the significance of your insights. | Your review is clearly organized with clear introductory, body, and concluding paragraphs. Each body paragraph includes a clear topic sentence. | Your review exhibits rudimentary organization, but is at times is disjointed or lacks direction. | Your review lacks organization and cohesion. |
| External Links | Your review uses external links to appropriately situate your review within a larger conversation. | Your review includes links to at least three other relevant resources. | Your review provides some links but they do not fully meet the requirements of the assignment. | Your review does not provide external links. |
| Language and Conventions | Your review is presented professionally with linguistic and stylistic sophistication. | Your review is written smoothly and has been proofread. | Your review has occasional distractions because of convention errors or awkward language use. | Your review is marred by error-ridden language. |