

1. State your overall claim about your subject. This statement will serve as the thesis for your evaluation.

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2. Describe the person, place, object, text, event, service, or performance being evaluated.

Who? 

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What? 

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When? 

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Where? 

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3. Explain the criteria for your evaluation. A criterion is a standard of judgment that most people interested in your subject agree is important. It is the standard you use to measure your subject. You should have at least three.

Criterion #1 

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explain:

Criterion #2 

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explain:

Criterion #3 

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explain:

4. Does your subject meet each criteria? The overall claim is based on your judgment of each separate criterion. Include both positive and negative judgments.

5. What is your support/evidence for each judgment? Give detailed description, facts, examples, testimony, statistics, and scenes. What comparisons can you make between your subject and similar subjects? What are the uses or consequences of this subject? What authorities could you cite for support?

6. How do you balance your evaluation with both positive and negative judgments? If your evaluation is all positive, your paper will turn into an advertisement; if your evaluation is all negative, your paper will sound mean-spirited.