This paper will offer an in-depth comparative analysis of rhetoric in the popular article [insert title of article here] and the scholarly journal article [insert title of article here]. While the authors of each text are both discussing [insert topic here], the style in which they attempt to persuade their readers is different. The goal of this paper is to demonstrate an understanding of how authors use rhetorical style to effectively fit the needs of their audience. Essay #1 Rubric-ENG 112 Title Page and Abstract (10) · Does your Title Page include all requirements according to APA? · Does your Abstract provide an effective overview of the text’s purpose, making use of the provided template? Introduction Content (20) · Does your introduction tell the reader about your texts by title, author(s), and effective summary? · Does your introduction briefly discuss audience, purpose, and exigence? · Does your introduction end with a thesis statement that sets up the analysis of each text’s use of specific rhetorical elements? Comparative Analysis Body Paragraphs (30) · Comparative analysis examines at least three rhetorical elements in a meaningful, in-depth way · Comparative analysis is supported by specific textual evidence and that evidence is cited Conclusion (10) · Conclusion comments on what writer has learned from analysis Grammar/Spelling/Word choice (15) · Do you avoid "you" and Is your grammar and spelling correct? · Do you employ successful academic writing? (Correct word choice, appropriate tone, clear sentences, etc.) APA Format (15) · Is your paper formatted correctly according to APA, including headings? · Is your references page formatted correctly according to APA? · Do you include a correctly formatted APA intext citations?