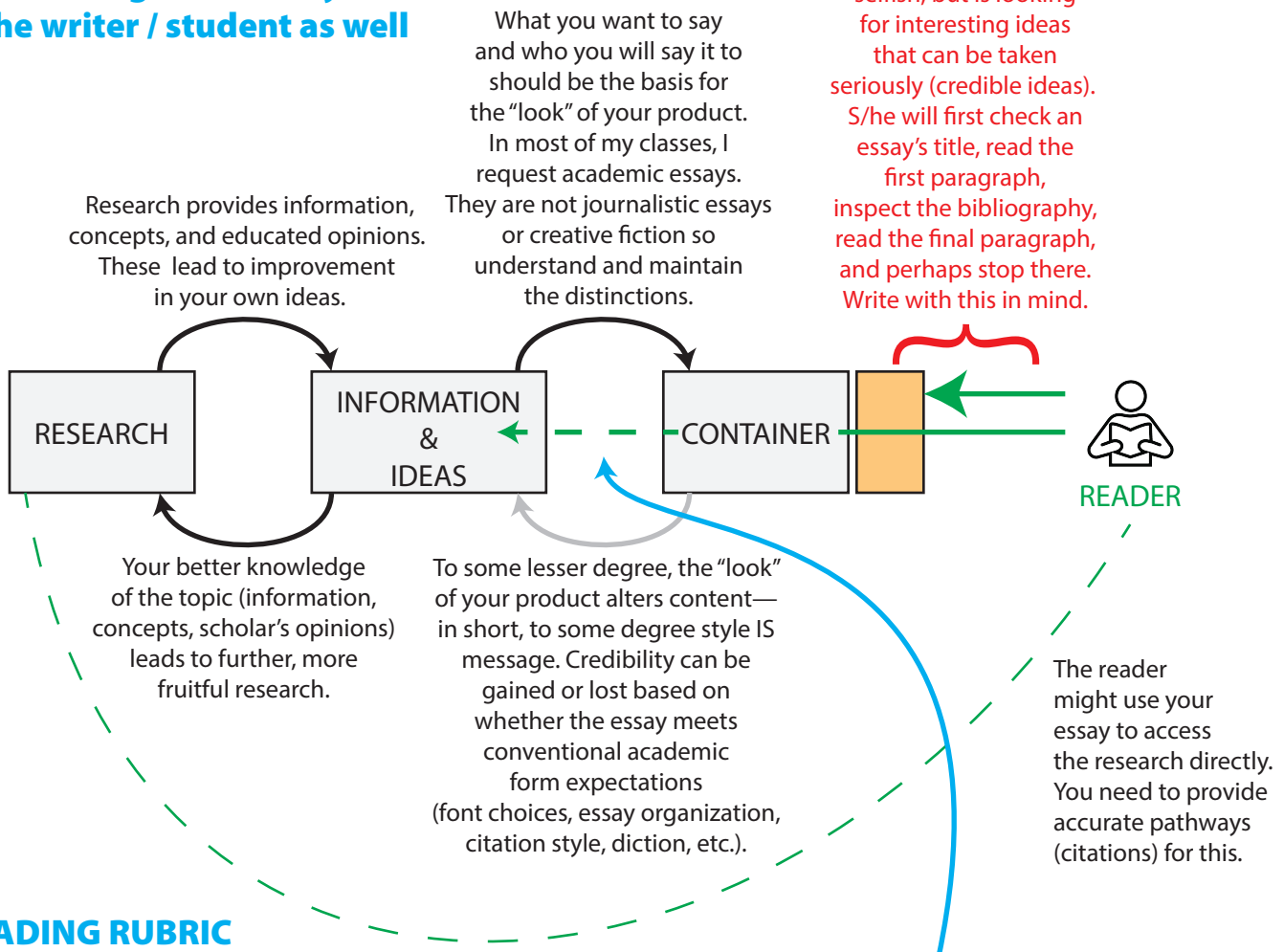


An overview of ideals (goals to aim for) in a standard academic analytic essay, one grounded in research but including some analysis by the writer / student as well



GRADING RUBRIC

First:
Is the submission **on time** and **follows the instructions**?
Then, the top question:
Is the essay credible and interesting?

Components for credibility:
Judicious choice and use of research resources.
Accurate use of research resources.

Honest use of research resources (over the shoulder rule / "context is king" rule)
Information and ideas seem to be balanced, objective, careful, the product of time-investment.
The container is **fully finished**, neat and tidy, **meets the conventions of academic essays** in its formal matters, organization, and diction.

Components for interest:
Is there an **informative title** that gives the skimming reader a good sense of content beyond just topic?
Are the **ideas easily accessible: a thesis early in the essay (probably first paragraph), a good flow of ideas, concise and organized presentation, a conclusion or summary paragraph**?
Are you interested in the essay and did you convey that interest by understanding your own content and the readers you are targeting?
Academic readers don't need to be entertained, they are looking for ideas and information, things they can use to continue thinking on their own.

Never forget that the container (how you present your information and ideas) is the reader's only access to that information and those ideas. It is the interface. Make it good, not fancy or striking. Make it clear and easy to navigate. Foreground your ideas.