**Exam Corrections**

**L12 II Professional Writing**

Unfortunately, I cannot reply to all the e-mails I receive regarding the grading of the second-year professional writing exams. Below is a guide to help you understand your mistakes and prepare for the exam.

**Assignment**

You were asked to write a persuasive article to convince millennials to visit a city.

**Online Resources**

**I strongly urge you to attend class**. However, the materials presented and explained in class are all available on the University e-learning Platform at: [OpenOLAT - Lingua e traduzione inglese (L-12) II 2022-2023 - Zebrak (unimc.it)](https://online.unimc.it/auth/RepositoryEntry/800849920/CourseNode/99965463332117) .

**Elements of a Persuasive Article**

**Title**

The title should appeal to the target and draw the reader in by highlighting the positive impact their trip can have on the local economy and community.

**Byline**

Your name should appear as the author of the article.

**Blurb**

A short description of your qualifications to write about travel destinations should precede or follow the article in order to build your credibility (**ethos**).

**Lead Paragraph**

The lead paragraph should spark the reader’s interest and begin to build your credibility, especially by citing a least one outside source, which was included in the research (**ethos**). Please refer to the article and videos in Lesson 3 on OpenOlat for additional ways to establish credibility.

**Body**

The body of the article should convince the target that this city has hardware and software that sets it apart from other destinations based on logical argumentation (**logos**) that demonstrates the destination has the following characteristics:

- Affordability;

- Sustainability;

- Immersiveness;

- **Positive impact on the local community**.

You should refer to specific places/activities mentioned in the research.

You should also make an emotional appeal (**pathos**), drawing on the research provided.

**Lexicon**

You should incorporate appropriate vocabulary for writing about travel destinations. The videos and articles provided on OpenOlat are full of effective terms and phrases as underlined throughout the year.

**Plagiarism**

The research provided was not meant to be copied word for word. You were supposed to use the information to develop your article in your own words. If you copy and paste without citing the source, it is **plagiarism**! **Any and all forms of plagiarism result in the immediate disqualification of your exam.**

**Grammar, Syntax, Punctuation and Style**

Many students are still struggling with basic grammar, syntax and punctuation.