**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.

**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.