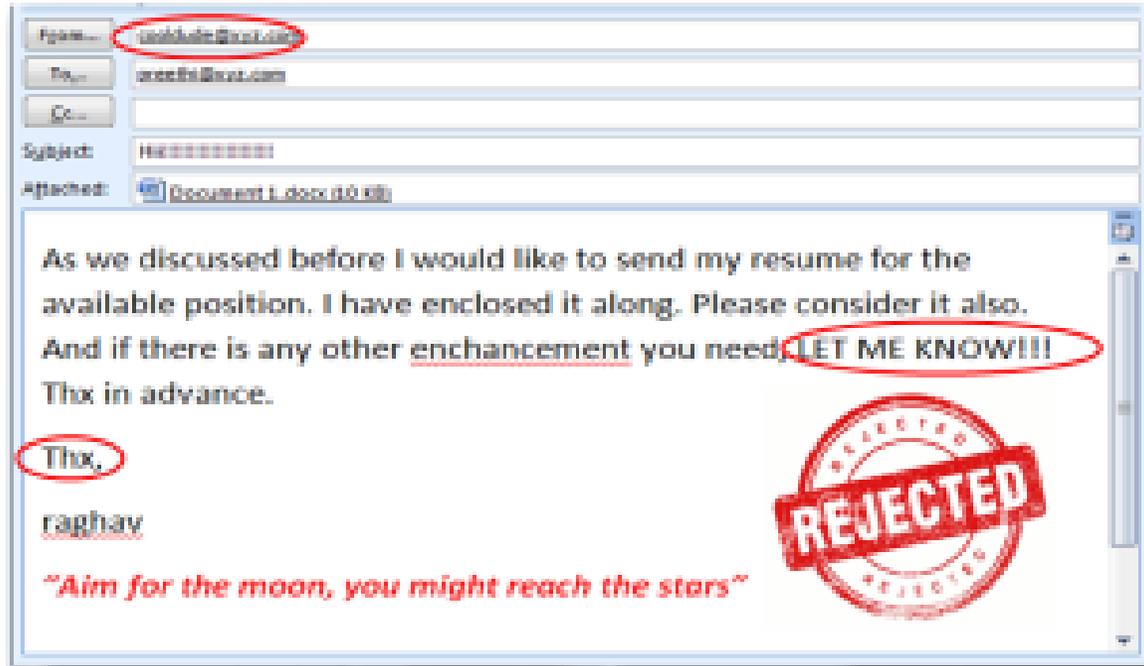


Explicit Instruction and Student Writing Development: An Interdisciplinary Collaboration

Silvia Pessoa & Maria Pia Gomez-Laich
Carnegie Mellon University Qatar





Written communication is a priority for Information Systems employers but...



Target Genre: The Case Analysis

IS 102: Concepts of Information Systems

IS 250: The Information Systems Milieux

IS 316: Human Computer Interface Design
& Testing

Case Analysis as a Genre

**Analysis-
Evaluation-
Recommendations
Genre**

Analyze an organization and identify practices, strengths and weaknesses, and problems (using disciplinary frameworks)

Evaluate an organization's practices (using disciplinary frameworks)

Propose solutions and/or recommendations

(Nathan, 2013, 2016; Zhu, 2004)



- Meeting genre expectations is difficult.
- Assignments are not explicit.
- Faculty lack genre knowledge.



Interdisciplinary collaboration:

Understanding the case analysis genre

Re-designing the assignment

Scaffolding the case analysis genre

Our Process of Collaboration

Step 1

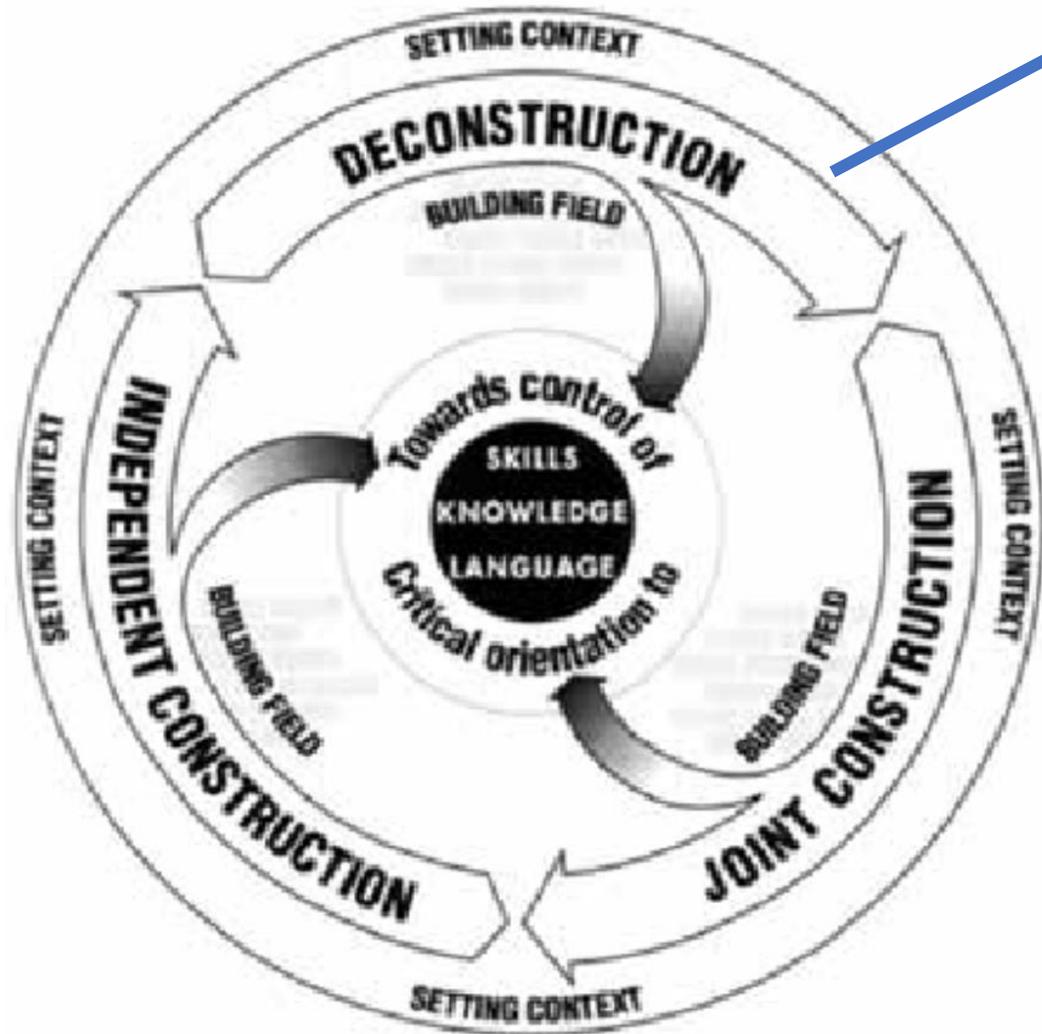
- Think-aloud protocol with professor with sample papers
- Corpus analysis of texts using the software tool *DocuScope*

Step 2

- Unpacking of the professors' writing expectations
- Re-design of assignments
- Development workshop materials
- Development of rubrics

Step 3

- Writing workshop grounded in SFL-based genre pedagogy
- Individual feedback to students
- Analysis of student writing



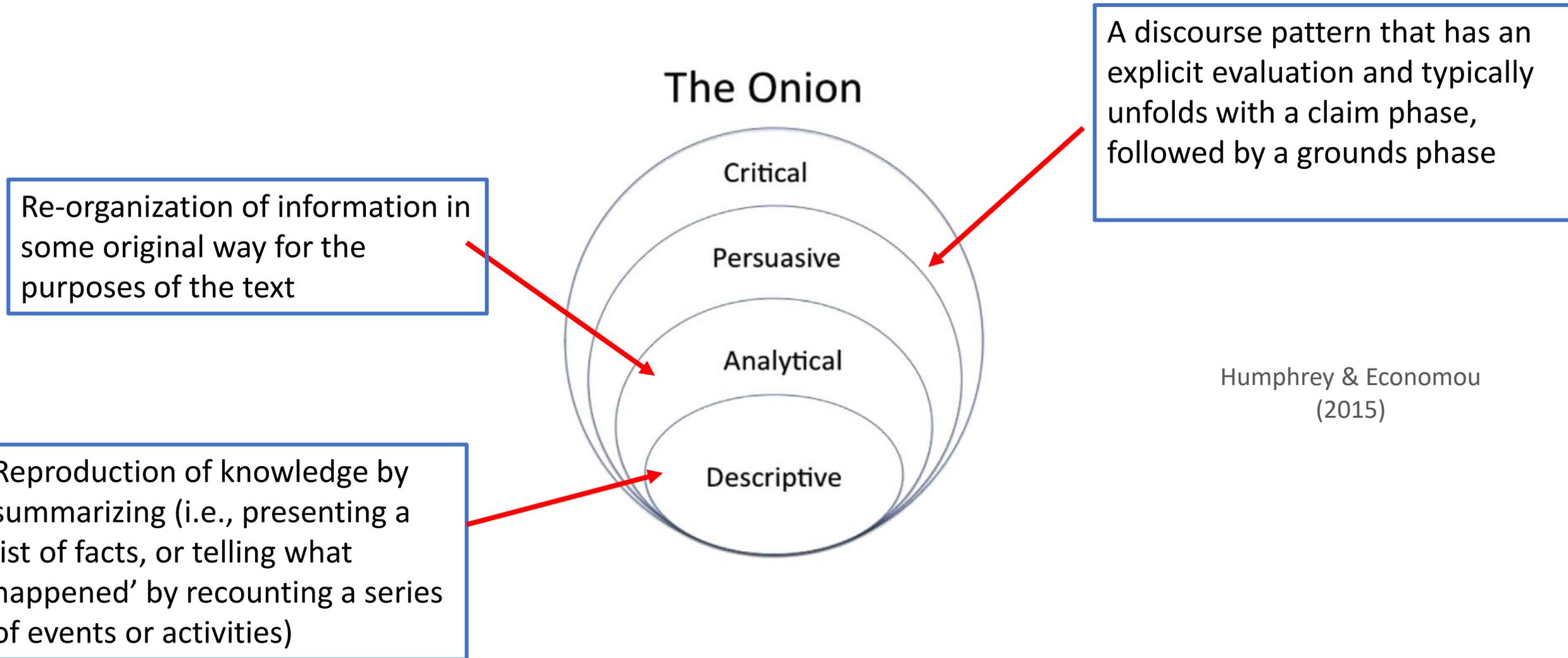
Deconstruction of mentor texts:

- Unpacking the purpose, parts, and language of the case analysis genre
- Developing a shared metalanguage

The Sydney School Teaching Learning Cycle (Rothery & Stenglin, 1995)



The Onion Model: Four Different Types of Discourse Patterns of Writing



Our Scaffolding in Class 1: Concepts of Information Systems

Workshop Materials

Case Analysis

Your case analysis will consist of **two major parts**:

1. A report of your understanding of the case;
2. An analysis of the case using theory/concepts from information systems

Each part of the case analysis is equally important, but you should focus on the analysis and avoid just repeating what the case says.

Your case analysis should have:

Part I: Introduction, where you:

- a) Introduce the company
- b) Introduce the purpose of the case and the theory/concept(s) that you will use for your analysis
- c) State your main claim:

Example:

My analysis shows that LEGO's approach to innovation was... **(successful, not successful, somewhat successful...)**, as judged by A, B, and C.

Part II and Part III: Report (in these parts you should report the problem(s) the company faced and the solution(s))

Part IV: Analysis (in this part you should relate the case to concepts in Information Systems)

Workshop Materials

Let's look at the following question and the sample analysis paragraph that follows:

Apply Porter's Five Forces framework to analyze Uber's competitive strategy based on the information provided in the case and other available information about the related industry.

Porter's five forces is a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. The five forces are: (1) **industry rivalry**, (2) **potential of new entrants into the industry**, (3) **power of suppliers**, (4) **power of customers**, and (5) **threat of substitute products**. In the case of Uber in the United States, **industry rivalry**, the **potential of new entrants into the industry**, the **power of customers**, and **threat of substitute products** are **high**. **Supplier power**, however, is **moderate**.

First, **industry rivalry** for Uber in the United States is **high**. **Industry rivalry** refers to the number of competitors and their ability to threaten a company. The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company. In Uber's case, **industry rivalry** in the United States is **high** because of the **high number of firms with similar business models**. For example, there are many companies that connect people with safe, reliable rides. Some of these companies in the United States are Lyft and Curb. Although Uber still has a strong customer base, it has reportedly lost 1 percent of the ground transportation market. *As Kerr (2017) states*, in some cities, like San Francisco, it saw an 8 percent fall. Meanwhile, Lyft is on the rise. **This shows that industry rivalry** for Uber in the United States is **high**.

Let's Review the Sample Analysis Paragraph:

- How is the text organized? What is the focus of each paragraph? How do the two paragraphs relate to each other?
- What is the writer's attitude toward Uber's competitive strategy and how do you see that reflected in the use of language?
- What do you notice about words/phrases that are highlighted, bolded, or italicized?

Let's look at the analysis section in more

1. Front your **evaluation** of the company's competitive strategy (i.e., very high, high, moderate, low, very low). The **question** asks for an **explicit evaluation**. The evaluation becomes the **claim** you are making.

In the case of Uber in the United States, industry rivalry, the potential of new entrants into the industry, the power of customers, and threat of substitute products are high. Supplier power, however, is moderate.

Industry rivalry for Uber in the United States is high

2. Define your taxonomies (disciplinary frameworks)

Industry rivalry refers to the number of competitors a company has. The larger the number of competitors, the lesser the power of a company.

3. Come up with serve as the **reasons** (e.g., industry rivalry in the United States is high)

In Uber's case, industry rivalry in the United States is high because of the high number of firms with similar business models.

4. Provide **evidence** to show why industry rivalry in the United States is high. There is also language that you can use to signal that you are using outside sources into your response. When you bring evidence from other sources into your writing, you are "opening the dialog"

Good writers signal that they are bringing in evidence by using phrases like "According to the author," "Smith states," or "As Kerr (2017) states," and then they use quotes as evidence.

For example, there are many rideshare companies in the United States. Some of these companies are Uber, Lyft, and Didi.

As Kerr (2017) states, in some cities, there are more than 100 rideshare companies.

5. Show how your evidence connects to the claim. The United States is high:

This (the evidence presented) shows that industry rivalry for Uber in the United States is high.

1. Front your **evaluation** of the company's competitive strategy (i.e., very high, high, moderate, low, very low). The **question** asks for an **explicit evaluation**. The evaluation becomes the **claim** you are making.

In the case of Uber in the United States, industry rivalry, the potential of new entrants into the industry, the power of customers, and threat of substitute products are high. Supplier power, however, is moderate.

2. Define your disciplinary framework, use it to break the complex case into its parts, and use its elements to create a taxonomy to present and organize your ideas.

Industry rivalry refers to the number of competitors and their ability to threaten a company. The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company.

3. Organize your ideas using a claim-reason framework to present reasons why industry rivalry for Uber in the United States is high

In Uber's case, industry rivalry in the United States is high because of the high number of firms with similar business models.

Porter's Five Forces

Industry Rivalry

Buyer Power

Supplier Power

Potential of New Entrants

Threat of Substitute Products

(My analysis shows that) **industry rivalry** for Uber in the United States is **high**.

Reason 1

Reason 2

Reason 3

Disciplinary Framework

Claim-reason framework

Innovation

Complementary
Innovation

Incremental
Innovation

Radical
Innovation

Process
Innovation

Product
Innovation

(My analysis shows that) LEGO's use of complementary innovation was **successful**.

Reason 1

Reason 2

Reason 3

Disciplinary
Framework

Claim-reason
framework

Let's look at th

1. Front yo
moderate
becomes

*In th
entre
are b*

Indu

2. Define y

*Indu
comp
equiv*

3. Come up
United S

*In Ut
num*

4. Provide

There is
outside s
writing,
Good wr
"Accord
quotes as

*E
r*

A

5. Show
the U

*T
States is nign.*

4. Provide **evidence** to show why industry rivalry for Uber in the United States is high. There is also language that you can use to effectively bring evidence from the case or outside sources into your response. When you bring evidence from other sources into your writing, you are “opening the dialogue” by inviting other voices into the conversation. Good writers signal that they are bringing other voices by using “Attribute” moves such as “*According to the author,*” “*Smith argues that.*” Note that you can use paraphrases or quotes as evidence.

For example, there are many companies that connect people with safe, reliable rides. Some of these companies in the United States are Lyft and Curb.

As Kerr (2017) states, in some cities, like San Francisco, it saw an 8 percent fall.

5. Show how your evidence connects to your evaluation that industry rivalry for Uber in the United States is high:

This (the evidence presented) shows that industry rivalry for Uber in the United States is high.

Quick Guide to Analytical Argumentative Writing

Quick Guide to Writing Effective Case Analyses

To write persuasively and analytically:

1. Clearly state an explicit nuanced and balanced evaluation (with the volume appropriately adjusted) at the beginning that stays consistent throughout the text.
LEGO was the most innovative company of all time vs. LEGO made many important innovations. The second option has the volume turned up appropriately and does not alienate the skeptical reader.
2. Maintain a consistent evaluation through your text (positive, negative, balanced).
3. Clearly state the disciplinary framework of analysis, define it, and use it to organize your text.
Innovation is..., Incremental innovation is..., Complementary innovation is...
4. Create a claim-reason framework and use abstract nouns to presents reasons (grounds) for the evaluation.
Lego was successful in its implementation of incremental innovation because it led to an increase in profits and the growth of its customer base.
5. Use “Attribute” moves to bring in evidence and “Endorse” moves to show how the evidence presented supports points being made
Attribute: *According to the case, Consumer Report (2016) ranks; Theme Park Magazine (2017) reports*
Endorse: *This shows that, this confirms*
6. Imagine a reader that may not agree with you, anticipate or acknowledge their perspective, and counter it with more evidence. Don’t lose sight of your argument. Use the counter move to bring the reader closer to you.
even, might, seem, although this...that, while.

Our Scaffolding in Class 2: The Information Systems Milieux

Original and Revised Case Analysis Assignment

DESCRIPTION

The “SmoothPay: Growing a Mobile Payment User Base” case illustrates the transformative capacity of information systems (IS) in the mobile payment and loyalty solutions market. SmoothPay, a 14-people start-up in Canada that offered mobile payment and loyalty solutions, enjoyed initial achievements after its launch in 2014. In less than two years, through industry partnerships and community engagement, SmoothPay grew to have over 100 merchants in its system, with over 5,000 users. However, the future was full of risks and uncertainty: businesses and consumers in Canada were both slow in adopting mobile payments, and, as a small firm, SmoothPay had not yet established brand awareness. SmoothPay’s management needed to address several key challenges.

Your analysis should comprehensively cover items discussed in the SmoothPay case and reference outside sources to support your arguments. Your case analysis must address the following questions:

Part 1: Enterprise Strategy and IS at SmoothPay.

1. Explain the term “strategic value.” Discuss, with three specific examples from the Smoothpay case, on how information systems (IS) provide strategic value for the organization. While engaging material from the case, you should *also* review and evaluate SmoothPay’s website and public systems (e.g. mobile apps, etc.). (10%)
2. Define network effects. Explain how SmoothPay uses network effects to grow its business. In your explanation refer to materials in the case and outside sources you independently researched. (10%)
3. Does SmoothPay demonstrate operational effectiveness or strategic positioning? Give three reasons to support your argument? (10%)
4. What are SmoothPay’s core competencies? How do these competencies differ from what is offered by its competitors? (10%)
5. In class, we discussed how the Internet influences industry structure. Apply Porter’s Five Forces framework to analyze SmoothPay’s competitive strategy based on the information provided in the case and other available information about the related industry. Your discussion must clearly identify how SmoothPay used IS to gain a competitive advantage. (25%)

Part 2: Future IS Strategies for SmoothPay

6. What is mobile payment? How has mobile payment evolved over time? Research, identify, and explain four critical challenges facing the mobile payment industry. For each challenge, identify and justify ways in which IS could provide an innovative solution. (10%)
7. How should SmoothPay protect its business model? How should it handle competitors and imitators in Canada and internationally? (10%)
8. What could be the next strategic direction for SmoothPay to continue its growth? Give three specific examples of how IS could be better leveraged for its growth? For each example, describe: 1) the feasibility of these solutions (e.g., highly feasible, moderately feasible or somewhat feasible given existing technologies and processes); and 2) the timeline required to implement the solution (e.g., long term or in years, mid-term or in months or short-term or in weeks). Justify your response. (15%)

The “SmoothPay: Growing a Mobile Payment User Base” case illustrates the transformative capacity of information systems (IS) in the mobile payment and loyalty solutions market. SmoothPay, a 14-people start-up in Canada that offered mobile payment and loyalty solutions, enjoyed initial achievements after its launch in 2014. In less than two years, through industry partnerships and community engagement, SmoothPay grew to have over 100 merchants in its system, with over 5,000 users. However, the future was full of risks and uncertainty: businesses and consumers in Canada were both slow in adopting mobile payments, and, as a small firm, SmoothPay had not yet established brand awareness. SmoothPay’s management needed to address several key challenges.

Your analysis should comprehensively cover items discussed in the SmoothPay case and reference outside sources to support your arguments. Your case analysis must address the following questions:

Part 1: Mobile Payment

1. What is mobile payment? How has mobile payment evolved over time? Research, identify, and explain four critical challenges facing the mobile payment industry. For each challenge, identify and justify ways in which Information Systems (IS) could provide an innovative solution. (10%)

Part 2: Enterprise Strategy

2. Explain the term “strategic value.” Discuss, with three specific examples from the Smoothpay case, on how IS provide strategic value for the organization. While engaging material from the case, you should *also* review and evaluate SmoothPay’s website and public systems (e.g. mobile apps, etc.). (10%)
3. What are SmoothPay’s core competencies? How do these competencies differ from what is offered by its competitors? (10%)
4. Define network effects. Explain how SmoothPay uses network effects to grow its business. In your explanation refer to materials in the case and outside sources you independently researched. (10%)

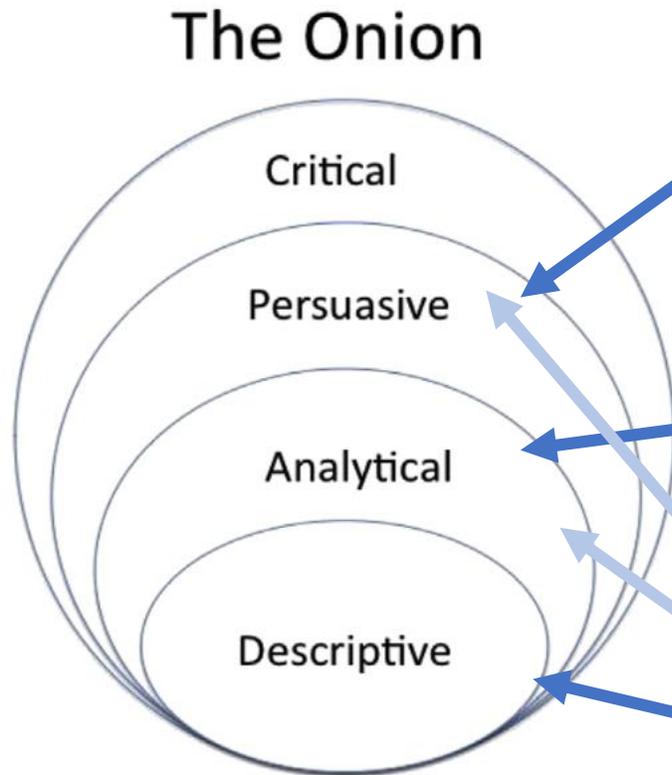
Part 3: Market Positioning

5. Does SmoothPay demonstrate operational effectiveness or strategic positioning? Give three reasons to support your argument? (10%)
6. In class, we discussed how the Internet influences industry structure. Apply Porter’s Five Forces framework to analyze SmoothPay’s competitive strategy based on the information provided in the case and other available information about the related industry. Your discussion must clearly identify how SmoothPay could use IS to gain a competitive advantage. (25%)

Part 4: Future Recommendations

7. How should SmoothPay protect its business model? How should it handle competitors and imitators in Canada and internationally? (10%)
8. What could be the next strategic direction for SmoothPay to deal with the challenges faced by the industry and continue its growth? Give three specific examples of how IS could be better leveraged for its growth? For each example, describe: 1) the feasibility of these solutions (e.g. highly feasible, moderately feasible or somewhat feasible); and 2) the timeline required to implement the solution (e.g., long term or in years, mid-term or in months or short-term or in weeks). Justify your response. (15%)

Case Analysis Questions



Apply Porter's Five Forces framework to analyze and **evaluate** SmoothPay's competitive strategy based on the information provided in the case and other available information about the related industry. Your discussion must clearly identify how SmoothPay could use IS to gain a competitive advantage.

Define network effects. **Analyze** how SmoothPay uses network effects to grow its business. In your explanation refer to materials in the case and outside sources you independently researched

What is mobile payment? How has mobile payment evolved over time? **Research, identify, and explain** four critical challenges facing the mobile payment industry. For each challenge, identify and argue for ways in which Information Systems (IS) could provide an innovative solution.

Reflections & Outcomes

Students' writing was better than before but....



7/26 students performed low in both classes.



Explaining students' low performance:

Individual student factors

Unpreparedness for university

Limited time and effort spent on task

Lack of engagement in scaffolding process

Pedagogical factors

Rethinking the scaffolding process:

Materials, process, & feedback

Ineffective Patterns in Case Analysis Writing

No explicit evaluation

LEGO focused on the concept of incremental innovation, which is a chain of small upgrades made on an existing product. The changes applied through incremental innovation are normally focused on improving an existing product to better serve its purpose. LEGO used this concept when they converted their wooden bricks into plastic ones as I stated previously.

Temporal organization and non-strategic description

My analysis shows that LEGO's use of incremental innovation **during the first phase** was unsuccessful because it only lead to an increase in the quantity of the toys produced as they assumed that customers wanted more products. However, the sales did not increase but the quantity tripled as a result. To elaborate further on this [...]

Ineffective Patterns in Case Analysis Writing (cont.)

**Ineffective use of the received taxonomy:
Discussion of innovation, but without the elements of the taxonomy**

The other way LEGO wasn't successful in approaching innovation was doing so much more than its capabilities. It created the toy Galidor, and what it tried to do was "a full spectrum of innovation, a whole set of complementary innovations that will reinforce each other" (Knowledge@Wharton 2013, July 12). However, it turned into a huge, expensive failure [...].

Inconsistent focus on the specific type of innovation brought up

Lego began exploring external opportunities which were profitable. It also began focusing more on **complementary** goods. A **complementary** good is [...]. In Lego's case, their partnership with the Star Wars and Harry Potter franchises achieved a **complimentary** effect. [...] Lego has not abandoned **radical innovation** entirely but has found a balance between [...]



4 students performed well in both classes.



Theorizing reasons:

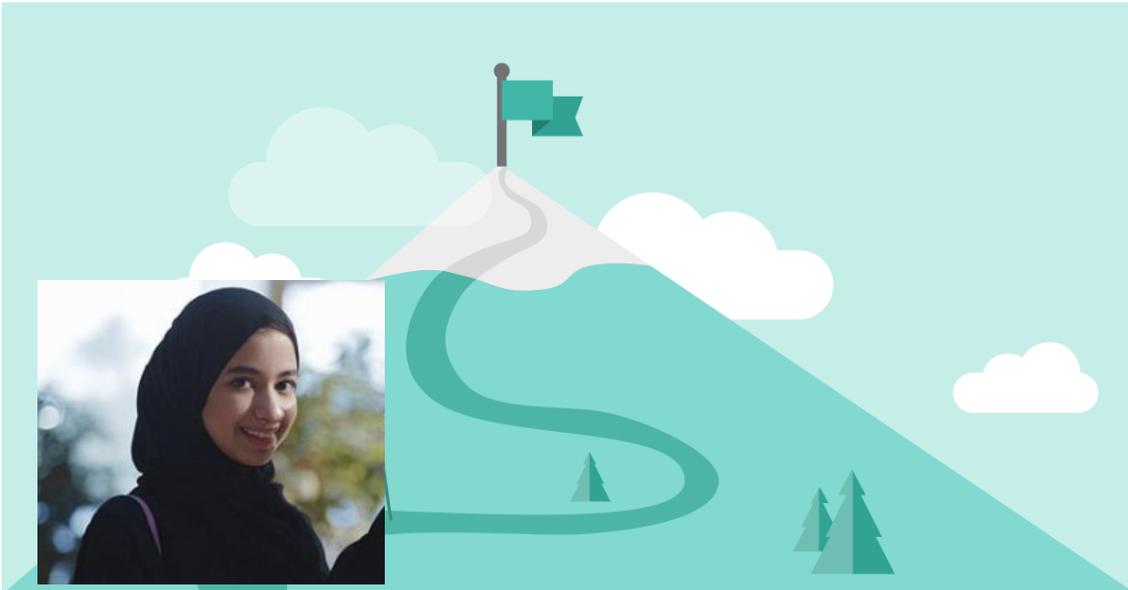
Systematic use of scaffolding materials

Regular request for feedback

Negotiated construction



Yousra: A Story of Success



ANALYSIS (DRAFT 1)

LEGO's case can be analysed by examining the various approaches to innovation used by LEGO to redeem their power in the toy industry. To start with, innovation is coming up with and implementing new and efficient ideas. *These products, technologies or services can be completely different than previous existing versions (radical innovation) or can involve minor improvements (incremental innovation). In LEGO's case, some approaches and strategies involved incremental innovation while other involved radical innovation.* When LEGO first decided it was time to start innovating, they went with incremental innovation since they launched toys just like other toy manufacturers. LEGO abandoned their tiny plastic blocks to come up with toys that were designed for kids who don't like LEGO. To illustrate this point, let us take LEGO's Explore line, Galidor action figure and Jack Stone mini figure as examples. These toys didn't have something unique, therefore **they weren't successful.**

Defines the **disciplinary framework**

Analyzes but does not evaluate.

Non-strategic use of description

Does not front evaluation

ANALYSIS (DRAFT 1)

Despite the fact that these attempts for innovation weren't successful, my analysis shows that LEGO was, **overall, successful** in its approaches to innovation since LEGO eventually released what they have done wrong and they used different approaches to solve the issue they were facing. In other words, LEGO stepped up their game and corrected their mistakes. An example on this is when LEGO realised thinking outside of the box harmed the business, LEGO went back in the box and focused on fire trucks and police stations because they knew that is what their fans wanted. This solution resulted in the return of customers to the LEGO market and therefore was **successful**.

Makes an **evaluation**, but does not make effective use of disciplinary framework as a taxonomy to organize the text

.

ANALYSIS (DRAFT 2)

LEGO was, overall, **successful** in its approaches to innovation since used **complementary innovation** to solve the issue they were facing. **Complementary innovation is the approach of associating something with the original product to promote the product and make consumers more willing to purchase the product.**

In LEGO's case, **this successful approach involved** taking the risk to merge new technologies with LEGO's building and creating concept. In other words, LEGO used technology to promote its original plastic building blocks since the blocks are what LEGO does best, and used technology only to help in engaging customers so they will keep purchasing LEGO blocks. LEGO transformed the world of physical play to digital play to catch up with the current generation, the first generation in which almost everything is digital.

This approach was successful because...

Makes an **overall evaluation** about innovation and **selects an element of the disciplinary framework**

Defines the element of the disciplinary framework

(Evaluation assumed)

Applies the "received taxonomy":

Analysis of *how* the element of the disciplinary framework applies by describing details from the case that fit the provided **definition**

This approach **was successful because** it had a unique aspect to it; LEGO released DIY Mindstorms kits that allowed children to learn basic programming by assembling a robot and programming it using a computer. Children could also control the robot using technologies like Bluetooth, voice commands and downloadable apps. These features are **great selling points**, so they **helped in increasing sales** for LEGO. In addition to uniqueness, this approach allows more creativity; the technology emerged with LEGO's new toys allows more space for hacking, tinkering and finding new ways of creating. As a result, this approach brought LEGO consumers closer to the company by encouraging the users to share their designs over a wide range of social media platforms. This was **helpful for LEGO** since LEGO plans on further improving customers' designs and using them in upcoming toy designs. Consequently, **chances for success** of the upcoming toys will be greater. Another reason this approach was successful is that recently, children are not the only LEGO fans since more adults started re-engaging with building and creating LEGO robots and structures. This benefited LEGO since it widened the target audience, and as more customers approached LEGO, **LEGO's sales increased**. Thus, this shows that...

Student-generated
claim – reasons framework

Description and Explanation in
service of claims-reasons

Evaluation asserted and **revisited**
consistently

Industry rivalry is **high** for SmoothPay. This is **because the mobile payment industry is filled with different options for customers**. SmoothPay has **many competitors** such as LevelUp, Suretap, Ritual, Venmo, Google Wallet, Apple Pay and many others (Patterson, 2017). All these competitors serve similar, if not the same, features and services as SmoothPay. Even though not all of SmoothPay's competitors offer loyalty rewards, most of them (e.g., LevelUp and Suretap)do (Halliday & Dong, 2016). This makes it hard for SmoothPay to differentiate its service and products, leading to fierce competition in the industry and a **high pressure of industry rivalry force** on SmoothPay. For SmoothPay to overcome this force, **SmoothPay should** widen its options by partnering with big clothes, furniture, cosmetics and sport retailers. This will encourage more customers to pay through SmoothPay since most of SmoothPay's competitors focus on cafes and restaurants. If SmoothPay includes other categories, customers can pay for many things at once. This will also allow more merchants to join which means **SmoothPay can** take advantage of the new merchants' customer base. In addition to widening choices for customers, **SmoothPay can** create an information system that links it with worldwide banks so that customers can then purchase straight from their bank accounts without the need of third party payment services [...]

Makes an **explicit evaluation**
Student-generated
claim – reasons framework

Description and Explanation in
service of claims-reasons

Evaluation asserted and **revisited**
consistently

Recommendations



Redesign materials: Less is more!

Include Consultative Cycle in TLC

Drafting

Cohesive feedback

Negotiated construction

Redrafting

Develop SFL-based genre rubrics:

Purpose

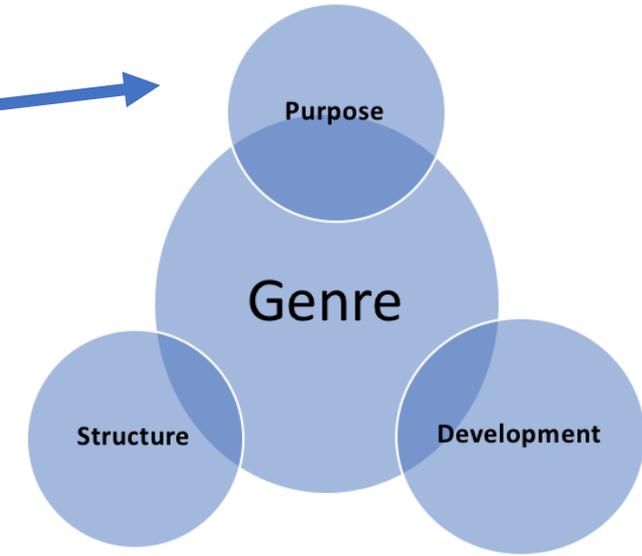
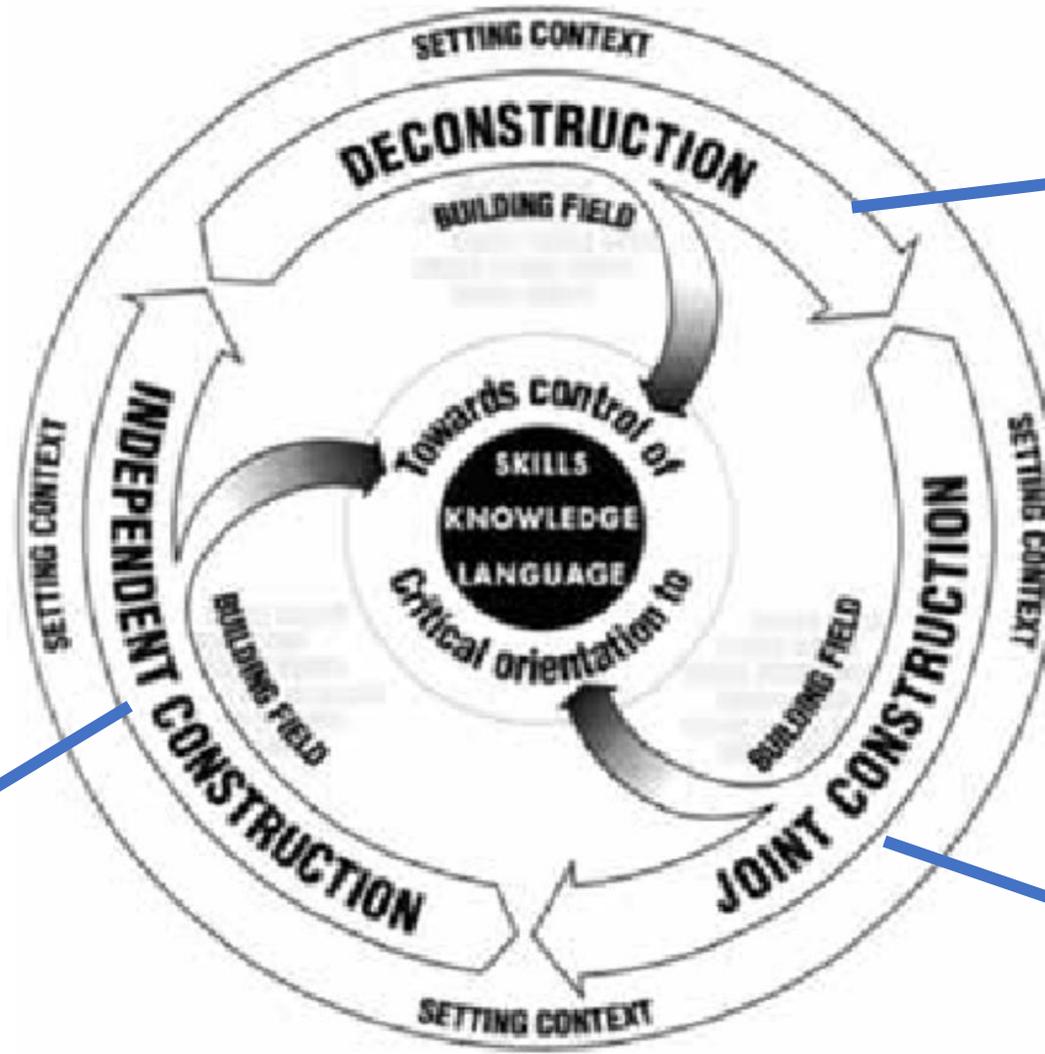
Structure

Development

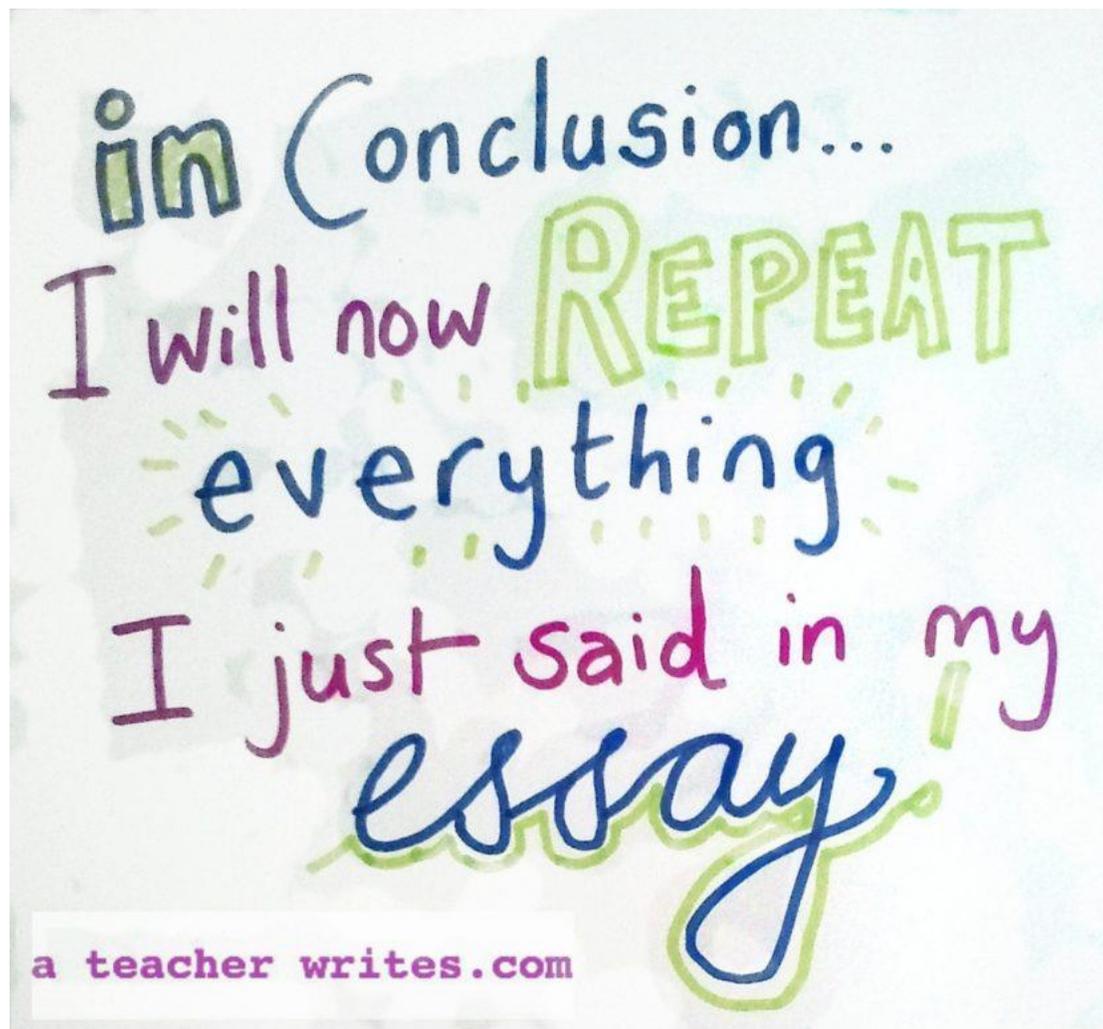
Academic/Professional conventions

(Mahboob, 2014; Mahboob & Devrim, 2013)

CASE ANALYSIS RUBRIC					
Criteria	Expectations	Meets Expectations: 27-30 points	Developing Expectations: 21-26 points	Below Expectations: 0-20 points	
Purpose Analyzes and evaluates the case	<ul style="list-style-type: none"> Makes a (tempered, nuanced and balanced) evaluation of the case using relevant elements from disciplinary frameworks accurately. Breaks the case into its parts (using relevant elements from disciplinary frameworks accurately) and identifies the case's (troubling) practices, strengths and weaknesses, problems and implemented solutions. Supports the analytical evaluation consistently with relevant and accurate evidence from the case and outside sources. Provides solutions/recommendations for the case and other similar companies consistent with the analysis and evaluation. 				
		Points: /30			
Structure Includes all major sections and use of key words to keep the reader on track	<ul style="list-style-type: none"> Includes the major parts of the document with adequate use of subheadings: executive summary, problem analysis, evaluation, recommendations, conclusion. The executive summary briefly describes identifies the case's (troubling) practices and problems, identifies the disciplinary frameworks used in the analysis, and uses the disciplinary framework to present the analytical evaluation of the case with a claim-reasons framework. The problem analysis section repackages the (troubling) practices and problems of the case using abstract nouns and discipline-specific vocabulary. The elements of the disciplinary framework create a taxonomy for the text and are used to present and organize the ideas. In the claim-reasons framework, reasons are labeled with abstract nouns and discipline-specific vocabulary. The reasons use the same/similar key words from the executive and appear in the same order as the introduction. The body paragraphs begin by stating a supporting reason and articulating how it supports the main evaluation. The recommendations section uses a claim-reasons framework. The conclusion provides a consistent reinforcement of the analytical evaluation and main support by repeating key language from the case analysis. 	Meets Expectations: 18-20 points	Developing Expectations: 14-17 points	Below Expectations: 0-13 points	
		Points: /20			
Development Analytical argumentative support	<ul style="list-style-type: none"> Paragraphs follow PEEL (Point, Elaboration, Evidence, Link): The Point labels the reason of the analytical evaluation of the case using abstract nouns/discipline-specific vocabulary from the claim-reasons framework and the disciplinary framework; Elaboration briefly defines and describes the relevant elements of the disciplinary framework (if needed), Evidence unpacks the Point with concrete details from the case and other sources; and the Link repackages the information and ties it to the Point and the analytical evaluation using the same or similar abstract nouns. Paragraphs are developed through logical relationships of causation, consequence, reasoning, or justification to advance the analytical evaluation with words such as <i>because, since, so, thus, as a result of</i>. Paragraphs stay focused on developing a single supporting reason using the same or similar key words throughout. The text uses consistent and credible evaluations and maintains them throughout the document using adjectives and verbs adequately modified (e.g., <i>the most optimal solution, the proposed solution will effectively address</i>) Paragraphs effectively integrate relevant information or quotes from the case and other sources, using "opening" phrases (<i>According to X, X argues that</i>) and "closing" phrases (<i>this shows, this means</i>) to show how the information supports the reasons and overall evaluation. Paragraphs consistently support the evaluation while accounting for and/or refuting alternative perspectives, using language such as <i>although this/that, may, can, seem, possibly</i>. Uses cohesive devices to create logical flow of information, including repetition of key words, this + summary noun (e.g., <i>as this situation</i>), transitions (e.g., <i>additionally, furthermore, however</i>), and known before new information 	Meets Expectations: 36-40 points	Developing Expectations: 28-25 points	Below Expectations: 0-27 points	
		Points: /40			
Presentation Uses professional writing conventions	<ul style="list-style-type: none"> Includes an appropriate cover page and subheadings for each section. Shows an awareness of audience (the professor) through the use of a professional tone (avoids informal conversational language). Presents ideas clearly and concisely. Uses standard grammar with attention to word choice, sentence structure, subject-verb agreement, punctuation and spelling. Cites references appropriately and consistently. 	Meets Expectations: 9-10 points	Developing Expectations: 7-8 points	Below Expectations: 0-6 points	
		Points: /10			
Comments on Ideas & Technical Aspects		Comments on Language Use:		Points: /100	
Strengths:		Strengths:			



Adaptation of the Teaching Learning Cycle
(Mahboob, 2012; Mahboob & Devrim, 2013)



The importance of **negotiated construction** in scaffolding writing through **embedded integrated embedded instruction**

The need for a **shared metalanguage** in **FYW, WAC, and WID** to unpack genre expectations to enhance faculty and student independence

SFL genre-based pedagogy and the Onion Model for describing the language of analytical argumentative writing

