



Area of Highest Priority: Destructive Issues. A destructive issue is anything so damaging to the clarity or credibility of the piece that it essentially outweighs any other positives the paper may have, such as no punctuation or paragraphing, bizarre formatting, or a wildly off-target tone.

Next Highest Priority: Detracting Issues. A detracting issue is any that takes a significant amount away from the reading experience. Examples of detracting issues are major organizational issues, lots of unclear language, or significant word misuse.

Next Highest Priority: Distracting Issues. A distracting issue is something that hurts the reading experience for a brief moment. An incorrectly formatted quote, wooden dialogue in a narrative, and generalizations or redundancies are all examples of issues that often would be seen as distracting issues.

Lowest Level Priority: Delivery Issues. A delivery issue is one where the delivery could be stronger than it is. Delivery issues tend to be things like word choice, sentence structure, use of literary and rhetorical devices, and overuse of linking verbs such as *to be*.