



## MEMORANDUM

TO: Professor Rodwell  
FROM: Anthony Cuzo  
DATE: February 20, 2023  
SUBJECT: ENGL 21007 Product Review Essay

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This memorandum reflects my product review essay on Solar Guitars submitted to blackboard on February 15, 2023. The memorandum that follows reflects the accuracy of the criteria used throughout the product review essay, and how the product review essay will help further improve my writing as an engineer major.

To complete the product review assessment on Solar Guitars I gave insight on the engineering of the guitars along with background information that can be found on the Solar Guitars website. The basic engineering given in the product review assessment behind Solar Guitars came from prior knowledge on how guitars are assembled along with working alongside individuals from Solar Guitars. Grading criteria throughout the product review assessment were based on how efficient, reliable, and cost friendly products from Solar Guitars are. Formatting the product review essay to be built upon the criteria chosen helped keep the review clear and straight forward. Along with keeping a clear review, the format of the product review essay helped create a persuasive argument on why the audience should consider purchasing the products created by Solar Guitars. Keeping the product review essay within the lines of the criteria chosen prevented any bias views of the company to seep through what is intended to be a non-bias reliable general review.

The product review essay on Solar Guitars is an unbiased review that covers all electric guitars made by Solar Guitars. The intended audience is anyone who is looking for a new hobby or is interested in purchasing a new guitar. Starting the product review essay, I did not know who the audience is and I did not know what my goal, or message, I wanted to reach to the audience. Being able to learn the measurements of guitars and prices that were all found on the website helped me create two initial grading criteria that was general and unbiased. Through the measurements given I was able to create an efficiency statement which in turn helped me write for an audience and gave me a goal. Initially the first draft of the product review essay was biased and opinionated being that the grading criteria was what I personally thought were pros and cons of Solar Guitars; however, upon doing research I was able to create a persuasive honest positive review that was based on facts rather than opinion. The process and completion of my first product review essay will enhance my writing in the engineering field since now I know to look for basic facts, and from there build upon what I want my audience to be and what I intend my goal to be. This way my writing will be stronger since the text relies on facts and no opinions. Outside of my own realizations, my peers in my group analyzed my draft and addressed that my

criteria was based on opinions rather than hard facts, and therefore made my product review essay on Solar Guitars weak since the review could change for every person.

Writing the product review essay helped strengthen my writing since I now understand how to properly form a solid base and outline for any academic and professional writing in the future. Although learning how to form a solid base, I understand there is still more to uncover about writing and I look forward to strengthening my academic and professional writing.

*Anthony Cuzo*