

Advertisement Response Rubric

Category	A	B	C	D	F
Claim (5)	-present ideas fully and thoughtfully, making highly effective use of a wide range of specific and relevant details from both texts - complete, detailed explication of claim.	-present ideas clearly and accurately, making effective use of specific and relevant details from both texts - develops some ideas more than others	-present ideas sufficiently, making adequate use of specific and relevant details from both texts - paints a very general pic - may focus too much on several claims, instead of one	- present ideas briefly, making use of some specific and relevant details - explanation is rushed and somewhat vague - focus on too many claims - OR refers to only one text	-presents almost no detail - explanation is incomplete, vague, indecipherable. - minimal detail
Response (5)	-present in-depth and insightful response -thoughtfully and completely explains his/her opinion	- present clear, accurate and appropriate response to texts - response could be developed more	- present a limited response - adequately responds to texts - lacking in development	- response is overly brief with little explanation or detail	- minimal response - does not respond
Coherence, Organization, and Style (2.5)	-exhibit skillful organization of ideas and information to create a cohesive and coherent response -establish and maintain a formal style, using sophisticated language and structure	-exhibit logical organization of ideas and information to create a cohesive and coherent response -establish and maintain a formal style, using fluent and precise language and sound structure	-exhibit acceptable organization of ideas and information to create a coherent response -establish and maintain a formal style, using occasional basic and/or awkward language and structure	-exhibit some organization of ideas and information to create a mostly coherent response -establish but fail to maintain a formal style, using primarily basic and awkward language and structure	-exhibit inconsistent organization of ideas and information, failing to create a coherent response -lack a formal style, using some language that is inappropriate or imprecise
Conventions (5)	-demonstrate control of conventions with essentially no errors, even with sophisticated language	-demonstrate control of the conventions, exhibiting occasional errors only when using sophisticated language	-demonstrate partial control, exhibiting occasional errors that do not hinder comprehension	-demonstrate emerging control, exhibiting occasional errors that hinder comprehension	-demonstrate a lack of control, exhibiting frequent errors that make comprehension difficult -or are minimal, making assessment of conventions unreliable
MLA (2.5)	-essentially no errors in MLA formatting or citations	- occasional errors in MLA formatting and/or citations	- frequent errors in MLA formatting and/or citations	- cites and formats using random system	- does not cite

*** A response that exhibits frequent errors in conventions, usage, and sentence structure may receive a score lower than indicated by the rubric.**