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| Commercial Rubric | **20 Points** | **15 Points** | **10 Points** | **5 Points** | **2 Points** |
| Purpose  | -Has a clear and focused position statement, which is maintained throughout the piece.-Appropriate to audience.-Establishes background info. (Context) for the presentation of ideas.  | -Has a clear and focused position statement, which is maintained throughout the piece.-Appropriate to audience.-Establishes background info. (Context) for the presentation of ideas.  | -Has a clear position statement.-Attempts to maintain focus throughout.-Establishes context.-May have some digressions.  | -Topic may be unclear.-Weak position statement/focus is unclear.-May meander or contain digressions.  | -No position statement or focus.-No context.-May be rambling, long, or unfocused.  |
| Organization  | -May present ideas in unusual or surprising patterns/format.-Interesting ideas, expressed in an original way.  | -Has a strong opening, convincing body, and a strong conclusion.-Arranges arguments, reasons, and/or evidence effectively and persuasively.-Uses effective transitions in a logical sequence.-Possesses overall coherence and unity. | -May lack effective beginning or ending.-Arranges ideas in simple ways, listing without relating them to each other.-Weak transitions.  | -Introduction and/or conclusion are weak.-May possess simple, straightforward organization.-Lacks transitions.-Weak coherence.  | -Shows little logical arrangement of ideas.-Too brief.-No transitions.  |
| Voice/Tone  | -Language is selected with careful attention to persuasive appeal.-Writer shows confidence, conviction, and enthusiasm.  | -Language must be persuasive as well as convey conviction and confidence.-Uses precise language effectively and purposefully.-Is appropriate for the anticipated audience.-Sentence structure is varied.  | -Uses appropriate language, but may lack precision.-Usually conveys a sense of conviction.  | -Language is predictable and general rather than precise.-Lacks conviction.-Little sentence variety.  | -Language may be inappropriate or inexact.  |
| Details/Elaboration  | -Presents unusually perceptive arguments/reasons with richly elaborated supporting details.-Argue effectively for position.-Insightful in anticipating and addressing possible viewer concerns. -Embeds prior knowledge, personal experience, and/or reflection into the fabric of argument. \*Meets all criteria listed in score point 3.  | -Uses a range of strategies: statistics, anecdotes, etc.-Relevant facts, convincing arguments, and examples are used to elaborate on the position statement.-Anticipates and refutes counter-arguments.  | -Some attempt at using persuasive strategies.-States appropriate arguments or reasons.-Provides some supporting evidence for arguments or reasons.-Assumes the viewer will find the ideas credible.-Identifies counter-arguments, but may not refute them.  | -Little use of persuasive strategies.-Reasons are thinly developed.-Presents some info, but lacks elaboration.-May contain irrelevant or inappropriate details or examples.-Does not identify counter-arguments.  | -Uses few or no supporting ideas.-Does not recognize the counter-arguments or the concerns of the viewer |
| Presentation | Smooth delivery that holds audience attention. | Fairly smooth delivery that holds audience attention most of the time. | Delivery not smooth, but able to maintain interest of the audience most of the time.  | Delivery not smooth and audience attention often lost. |  |

You must give me a copy of the commercial to grade!! Total Points\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_