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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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_