

Journalism 12 - Media Issue Project Scoring Rubric (35 Points)

| | Poor 1 pts | Fair 2 pts | Good 3 pts | Excellent 4 pts | Outstanding 5 pts |
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| Part Two - Exploring the Issue/Introduction | Poor Important points not identified. | Fair Both important and insignificant information are included. | Good Mentions some important information. | Excellent Highlights the most important information. | Outstanding Reinforces important information clearly. |
| Organization (holistic) | Poor Information is disorganized. Gaps in content or repeated content. Confusing for reader. | Fair Some problems with organization of information. Separate ideas are not discussed in separate paragraphs. Reader must reread at times for clarity. | Good Information is generally organized with only minor problems. Separate ideas discussed in separate paragraphs. Reader finds content generally clear. | Excellent Information is organized with well constructed paragraphs. Content flows nicely. Reader finds content clear and easy to follow. | Outstanding Information is very organized with well constructed paragraphs. Content follows a logical sequence. Reader finds content easy to find, clear and logical. |
| Part One - Data Collection/Quality of Information | Poor Information has little to do with chosen issue. No supporting details and/or examples provided. | Fair Information is not entirely related to issue. Supporting details and/or examples not directly related. | Good Information generally relates to issue. Some supporting detail and/example is provided. | Excellent Information clearly relates to issue. Good supporting details and/or examples are used. | Outstanding Information clearly and precisely relates to issue. Unique, creative supporting details and/or examples are used. |
| Part Three - Media Coverage | Poor Analysis has little to do with chosen issue. No supporting details and/or examples provided. | Fair Analysis is not entirely related to issue. Supporting details and/or examples not directly related. | Good Analysis generally relates to issue. Some supporting detail and/example is provided. | Excellent Analysis clearly relates to issue. Good supporting details and/or examples are used. | Outstanding Analysis clearly and precisely relates to issue. Unique, creative supporting details and/or examples are used. |

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| Parts Four & Five - Media Comparison & Conclusion | <p>Poor</p> <p>Analysis has little to do with chosen issue.</p> <p>No supporting details and/or examples provided.</p> <p>Conclusion does not relate to analysis.</p> | <p>Fair</p> <p>Analysis is not entirely related to issue.</p> <p>Supporting details and/or examples not directly related.</p> <p>Some gaps in logic relating analysis to conclusion.</p> | <p>Good</p> <p>Analysis generally relates to issue.</p> <p>Some supporting detail and/example is provided.</p> <p>Conclusion is generally reasonable and somewhat related to analysis.</p> | <p>Excellent</p> <p>Analysis clearly relates to issue.</p> <p>Good supporting details and/or examples are used.</p> <p>Conclusion is reasonable and related to analysis.</p> | <p>Outstanding</p> <p>Analysis clearly and precisely relates to issue.</p> <p>Unique, creative supporting details and/or examples are used.</p> <p>Conclusion is logical and reasonable and clearly related to analysis.</p> |
| Grammar, Sentence Structure & Spelling (holistic) | <p>Poor</p> <p>There are multiple major errors in punctuation, grammar and/or spelling which make it difficult to read.</p> | <p>Fair</p> <p>There are major errors in punctuation, grammar and/or spelling which do interrupt the flow for the reader.</p> | <p>Good</p> <p>There are minor errors in punctuation, grammar and/or spelling which do not break the flow for the reader.</p> | <p>Excellent</p> <p>There are few grammatical, spelling or punctuation errors.</p> | <p>Outstanding</p> <p>There are no grammatical, spelling or punctuation errors, or they relate to risk-taking on the part of the student.</p> |
| Sources – Chart/Other | <p>Poor</p> <p>No documentation of sources used, if any.</p> <p>Formatting increases difficulty in reading</p> | <p>Fair</p> <p>Sources used are not accurately documented.</p> <p>Format has gaps, errors or is inconsistent.</p> | <p>Good</p> <p>All sources are documented with only minor errors.</p> <p>Format used is not consistent.</p> | <p>Excellent</p> <p>All sources are accurately documented, with only a very minor error.</p> <p>Uses effective format.</p> | <p>Outstanding</p> <p>All sources are precisely and accurately documented.</p> <p>Uses effective format.</p> |