

Student's Name: _____

Score (N/17): _____

EVALUATION FOR ADVERTISING ANALYSIS ESSAY

CATEGORY	0: Not Complete	1: Fails to Meet Standards	2: Below Standards	3: Meets Standards	4: Above Standards	5: Exceeds Standards	Score
Thesis Statement	N/A	N/A	Introduction Does Not Merit Thesis	Thesis Missing or Lacking in Significant Ways	Establishes Focus but is Pedestrian and Unimaginative	Sophisticated, Establishes Focused Topic and Purpose	1 2 3 4 5
Introduction	N/A	No Introduction	Introduction Comprises One Sentence	Weak in Development and Uninteresting	Less Developed and Not As Compelling	Developed, Grabs Audience, Background Info, Preview	1 2 3 4 5
Topic Sentences	N/A	Not Employed	Very Weak or Missing	Weak and Not Forecasting Content	Pedestrian or Moderate Problem in Location	Appropriately Located with Clear Topics and Controlling Ideas	1 2 3 4 5
Development	N/A	Not Meeting Page Length Requirements	Weak in Examples and Evidence	Insufficient Body Paragraphs or Generally Short	Some Shorter Paragraphs	Paragraphs of 8-15 Sentences, Several Body Paragraphs	1 2 3 4 5
Organization	N/A	Structure Not Apparent	Lacking Logical Structure	Some Issues with Essay Structure	Occasional Structural Issues	Clear and Appropriate Structure	1 2 3 4 5
Unity	N/A	Essay Riddled with Tangential Information or Irrelevant	Severe Issues with Maintaining Focus	Frequent Loss of Unity	Occasional Loss of Unity	Maintains Focus throughout Essay and Paragraphs	1 2 3 4 5
Transitions	N/A	No Transitions Employed, Lack of Cohesion	Transitions Lacking Almost Completely	Transitions Often Lacking, Especially Between Paragraphs	Transitions Consistently Used But Common	Marked by Strong Use of Novel Transitions and Repetition	1 2 3 4 5
Conclusion	N/A	Completely Missing	One Sentence of Closure	Very Brief	Somewhat Lacking in Development	Developed, Strong Summary and Closure	1 2 3 4 5
Clarity	N/A	Almost Incomprehensible	Quite Unclear	Frequent Confusion	Occasional Confusion	Very Comprehensible	1 2 3 4 5
Grammaticality	N/A	Nearly Every Sentence Ungrammatical	Awkward and Lacking Grammar Knowledge	Generally Awkward Writing	A Few Consistent Problems	Minor Issues at Most	1 2 3 4 5
Diction	N/A	Serious Problems in Word Choice	Very Weak in Vocabulary	Vague Expressions	Rather Pedestrian Word Choice	Novel Vocabulary Employed	1 2 3 4 5
Sentence Variety	N/A	Rudimentary Sentence Understanding	Marked by Simple Sentences	Weak Understanding of Modifiers and Patterns	Some Weaknesses in Modifiers and Patterns	Understands Modifiers, Sentence Patterns	1 2 3 4 5
Sentence Mechanics and Spelling	N/A	Disfunctional in Mechanics	Frequent Issues with Mechanics	Several Problems	A Few Instances	Very Minor Problems	1 2 3 4 5
MLA Format and Submission Guidelines	N/A	Does Not Comprehend Formatting Rules	Frequent Problems	Several Problems	A Few Instances	A Couple of Minor Cases	1 2 3 4 5
Quality of Interpretation	N/A	Does Not Interpret Well	Rather Dull in Interpretation	Very Obvious and Uninteresting	Obvious But Not Deficient	Novel Understanding of Advertisement	1 2 3 4 5
Coverage of Berger's Questions	N/A	Almost Completely Ignoring	Mostly Ignoring Questions	Rather Deficient	Somewhat Deficient	Comprehensive	1 2 3 4 5
Use of Semiotic Terms	N/A	N/A	N/A	Not Employed	Employed Inaccurately	Employed Accurately	1 2 3 4 5