



ENL 320-Section 01
Fall Online Course 2020
Dr. Hani Elayyan

Assignment 1 (10%)

Task: Solve the case that is attached (CEMEX Case)

Requirements: Read the case carefully then solve the questions by choosing the worst answer for each question.

You need to write justifications for your answers, no more than 4-5 sentences each.

Important Note: In this case, you are asked to do the opposite of what other sections are doing. You have to choose the worst answer that a person would give in that situation, and then justify why you think this is the worst option. Do not take the case from the book or any source other than the attached file on Moodle.

Due Date: The Upload to Turnitin is due by midnight on Monday 16_A Nov.

Please see the submission policy for late work, corrupted files, and plagiarism policies.



Grading Rubric

Criterion	Exceeds the standard	Meets the standard	Approaches the standard	Needs improvement	Does not meet the requirements
The choice shows understanding of the theoretical discussion in class	20	18	16	14	12
The justification correctly identifies the principles of modern communication and fits the answer chosen	20	18	16	14	12
The justification is written in error-free language	20	18	16	14	12
The thinking demonstrated in the choices is creative and original	20	18	16	14	12
The writing is coherent and shows good reasoning	20	18	16	14	12

