

	<b>Excellent</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Unsatisfactory</b>	<b>Total Pts Possible</b>
<b>Purpose</b>	The central purpose or argument for the paper is readily apparent to the reader. (9-10 pts)	The writing has a clear purpose or argument, but may sometimes digress from it. (6-8 pts)	The central purpose or argument is not consistently clear throughout the paper. (3-5 pts)	The purpose or argument is generally unclear. (0-2 pts)	10
<b>Content</b>	Balanced presentation of relevant and legitimate information that clearly supports a central purpose or argument and shows an in-depth analysis of a significant topic. (26-30 pts)	Information provides reasonable support for central purpose or argument and displays evidence of a basic analysis of a significant topic. (20-25 pts)	Information supports a central purpose or argument at times. Analysis is basic or general. (10-19 pts)	Central purpose or argument is not clearly identified. Analysis is vague or not evident. Reader is confused or may be misinformed. (0-9 pts)	30
<b>Supporting Research/Sources</b>	Thorough and relevant use of supporting research articles or outside media sources. All articles and materials are adequately synthesized and incorporated throughout. (26-30 pts)	Less thorough but still substantial and relevant use of sources. Most articles and sources are synthesized and incorporated throughout. (20-25 pts)	Use of supporting research and media sources lacks throughout, but a few main sources are used. Some articles are synthesized. (10-19 pts)	Articles and media are lacking throughout, there is not clear indication of how research or media sources connect to one another. Information is based on assertion rather than research. (0-9 pts)	30
<b>Organization</b>	The ideas are arranged logically to support the purpose or	The ideas are arranged logically to support central	The writing is generally arranged logically, however	The writing is not logically organized. Ideas may frequently fail	10

	argument. They flow smoothly from one to another and are clearly linked to each other. (9-10 pts)	argument and are usually clearly linked, though some parts may confuse the reader. (6-8 pts)	some ideas do not make sense throughout. The reader may be fairly clear what the writer intends. (3-5 pts)	to make sense together. The reader cannot identify what the writer intends to convey. (0-2 pts)	
<b>Length</b>	Paper meets the minimum 3-page count. (5 pts)			The paper lacks length, more than a ¼ of a page. (0 pts)	10
<b>Number of Sources</b>	The paper incorporates the required number of sources. Five scholarly articles and five media sources for Option 1. Ten scholarly articles for Option 2. (5 pts)			The paper lacks more than one of the required number of sources. (0 pts)	5
<b>Use of APA Formatting</b>	The paper incorporates correct paper and reference formatting using APA 6 <sup>th</sup> or 7 <sup>th</sup> edition. (5 pts)	Most sources are appropriately formatted and APA sections included. (3-4 pts)	A few sources are formatted incorrectly and APA paper formatting is missing from a few sections. (1-2 pts)	There is no clear formatting followed for citing sources or for sections included. (0 pts)	5