**Media Message Analysis Rubric**

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| **CATEGORY** | **Strong**  **4 points** | **Proficient**  **3 points** | **Developing**  **2 points** | **Beginning**  **1 point** |
| **Media Format**  (Visual, written) | Presentation includes a clear and specific claim that addresses and answers the prompt. There are clearly two sides to this topic. | Presentation includes a claim that addresses and answers the prompt. It’s hard to tell that there are two sides to this topic. | Claim is vague, and student only answered the prompt but did not address it (or vice versa). | Presentation does not include a claim. |
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| **Message Reasoning and Support** | Presentation  contains information for audience providing specific support (at least 3 or more examples). | Presentation  contains information for audience providing specific support (2 examples). | Presentation  contains minimal information for audience. The presentation provides weak support (only 1 example). | Presentation  contains vague information for audience. The presentation does not support the claim. |
| **Pros and Cons** | Presentation contains clear examples of at least 3 pros and 3 cons. | Presentation contains clear examples of 2 pros and 2 cons. | Presentation contains clear examples of 1 pro and 1 con. | Presentation contains no examples of pros and cons. |
| **Persuasive Techniques** | Presentation includes at least 3 strong examples of the use of persuasive techniques. | Presentation includes 2 examples of the use of persuasive techniques. | Presentation is weak and includes 1 example of a persuasive technique. | Presentation does not address the use of persuasive techniques. |
| **Conclusion** | Presentation has a strong conclusion that pulls together the claim and reasons. It is written in a Panther Power Paragraph format with at least 5 sentences. | Presentation has a conclusion that pulls together the claim and reasons. It is written in a Panther Power Paragraph format with 4 sentences. | Presentation has a conclusion that does not pull together the claim and reasons. It is not quite a Panther Power Paragraph as it only has 3 sentences. | Presentation does not have a conclusion that relates the claim and reasons together. It is not written in a Panther Power Paragraph format. |
| **Grammar and Sentence Structure** | There are no errors in punctuation and capitalization. | There are 1-3 errors in punctuation and capitalization. | There are few errors (4-6) in punctuation and capitalization. | There are several errors (7+) in punctuation and capitalization. |

Score: / 24