





## Rubric to Assist Teachers in Assessing Student Work

<b>Acceptable</b>	<b>Strong</b>	<b>Exceptional</b>
<ul style="list-style-type: none"><li>• Concentrates on 3 issues.</li><li>• Identifies audience they are trying to reach.</li><li>• It is clear that the ad is trying to convince the voter.</li><li>• The writing has few grammar or spelling errors.</li><li>• Describes the look of the ad.</li><li>• Suggests music or sound for the ad.</li></ul>	<ul style="list-style-type: none"><li>• Concentrates on 3 issues in some detail.</li><li>• Clearly identifies the target audience they are trying to reach</li><li>• The ad is convincing on the majority of the issues raised.</li><li>• The writing has no grammar or spelling errors.</li><li>• Describes the look of the ad in detail</li><li>• Chooses music or sound for the ad.</li></ul>	<ul style="list-style-type: none"><li>• Concentrates on three issues in detail.</li><li>• Clearly identifies the target audience they are trying to reach</li><li>• The ad is convincing on every issue.</li><li>• The writing has no grammar or spelling errors.</li><li>• Ad includes symbolism, metaphors, alliteration or artistic elements for special effects.</li><li>• Chooses music that develops the theme for the ad.</li></ul>





## How Do Candidates Get Your Attention? Media Chart

As you view, read, or listen to different campaign ads on television, radio, and print media, complete the chart below. For each type of ad, fill in the definition section, describe one of the ads you critiqued and evaluate its persuasiveness.

TYPE OF AD AND DEFINITION	WHAT TECHNIQUES ARE USED IN THIS AD?	WHAT MADE THIS AD EFFECTIVE OR INEFFECTIVE?
<i>Testimonial:</i>		
<i>Mudslinging:</i>		
<i>Transfer:</i>		
<i>Card Stacking:</i>		
<i>Plain Folks:</i>		
<i>Glittering Generalities:</i>		
<i>Bandwagon:</i>		
<i>Contrast:</i>		