**Tobacco and Alcohol Ad Evaluation Rubric**

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|  | 4—Excellent | 3—Good | 2—Fair | 1—Needs Improvement |
| Content/  Organization | • \_Demonstrates full knowledge with explanations and elaboration  • \_Provides clear purpose and subject; pertinent examples, facts, and/or statistics; supports conclusions/ideas with evidence | • \_Has somewhat clear purpose and subject; some examples, facts, and/or statistics that support the subject; includes some data or evidence that supports conclusions | • \_Attempts to define purpose and subject; provides weak examples, facts, and/or statistics, which do not adequately support the subject; includes very thin data or evidence | • \_Does not clearly define subject and purpose; provides weak or no support of subject; gives insufficient support for ideas or conclusions |
| Student Analysis  of the Advertisement | • \_Significantly increases audience understanding and knowledge of topic; convinces an audience to recognize the validity and importance of the subject | • \_Raises audience understanding and awareness of most points | • \_Raises audience understanding and knowledge of some points | • \_Fails to increase audience understanding of knowledge of topic |

**Unit 3**

Comments:

Adapted from rubrics developed by ReadWriteThink.