

JOU3109c Mod 10 Rubric

Criteria	Ratings				Pts
Publication potential	Targeted to specific (realistic) publication. Has news hook. Sources appropriate for target publication. 10.0pts	Targeted to specific (realistic) publication. Sources appropriate for target publication. May need to improve news hook. 8.0pts	Somewhat lacking in focus needed for publication. 6.0pts	Not targeted to specific and realistic target publication. 0.0pts	10.0 pts
Lead	Uses summary lead or soft lead and nut graph – appropriate to the story. Lead captures reader’s interest. 10.0pts	Uses summary lead or soft lead and nut graph but lead could be improved. 8.0pts	Lead is too long or too short or wouldn’t draw reader into story. 6.0pts	Essay-type beginning. 0.0pts	10.0 pts
Story development	Story provides enough context for reader to understand the key issues and different points of view (if needed). Important but boring information included but woven into story. Reader’s questions answered. 10.0pts	Story provides enough context for reader to understand key issues and different points of view (if needed). Important but boring information may be blocked together in a way that would slow down the reader. 8.0pts	Story may be missing adequate context for reader, may be missing an important point of view, or may not adequately explain terms. Questions readers would have not adequately answered. 6.0pts	Story lacks context for reader, such as the so what? Terms not adequately explained. Several questions reader would have are not answered. 0.0pts	10.0 pts
Writing style	Story follows journalistic writing style – clear writing, short sentences, short paragraphs. Terminology and concepts adequately explained. 20.0pts	Each blog post is well written, following journalistic writing style – clear writing, short sentences, short paragraphs. At least one of the posts includes original interviews. 18.0pts	One post may not be well written. Or no interviews are included in the blog posts. 16pts	Story written as an essay or report. 0.0pts	20.0 pts

Sources, quotes, paraphrases & attribution	Includes a minimum of 3 relevant sources. Includes bird and worm sources, with effective combination. Each source plays an important role in developing the story. Includes a minimum of one full-sentence quote per source and attributes correctly. Effectively uses and attributes paraphrases. 30.0pts	Includes a minimum of 3 relevant sources. Includes bird and worm sources, with effective combination. Includes a minimum of one full-sentence quote per source and attributes correctly but some quotes may be weak. Effectively uses and attributes paraphrases. 25.0pts	Includes a minimum of 3 relevant sources. Includes bird and worm sources with effective combination. One of the sources may be weak. May have full-sentence quote from each source but some quotes are weak. May lack inclusion of paraphrases. 20pts	Deducting 10 points for each missing relevant source. 0.0pts	30.0 pts
Writing Mechanics	No spelling, grammar, or punctuation errors. 10.0pts	One writing error. 8.0pts	Two grammatical errors or writing that impacts clarity. 6.0pts	More than two grammatical errors. 0.0pts	10.0 pts
AP style	No AP style errors. 10.0pts	One AP style error. 8.0pts	Two AP style errors. 6.0pts	More than two AP style errors. 0.0pts	10.0 pts
Total Points: 100.0					