

JOURNALISM WRITING RUBRIC

NAME _____
DATE _____

FEATURES	INADEQUATE	UNDER DEVELOPED	PARTIALLY DEVELOPED	DEVELOPED	EXCEPTIONALLY DEVELOPED
FOCUS	<ul style="list-style-type: none"> no discernable subject present 	<ul style="list-style-type: none"> story does not represent assignment given subject matter is unclear 	<ul style="list-style-type: none"> story lacks reader's interest, major digressions subject matter is questionable lead does not highlight the most important aspect(s) of the story 	<ul style="list-style-type: none"> story holds the reader's interest, but some digressions good/appropriate choice of subject lead is well-written, but does not grab the reader's interest most of the essential information is in the lead 	<ul style="list-style-type: none"> story held the reader's interest exceptional choice of subject well-written lead--grabs the reader essential information included in the lead
SUPPORT	<ul style="list-style-type: none"> no details or explanation present 	<ul style="list-style-type: none"> content is lacking, which makes the work unacceptable the student uses little or no support/elaboration/detail 	<ul style="list-style-type: none"> a minimal number of journalistic elements are included and appropriate the student attempts to use support/elaboration/detail so that evidence of research and fact gathering is somewhat present 	<ul style="list-style-type: none"> an acceptable number of journalistic elements are included and appropriate the student uses an adequate amount of support/elaboration/detail so that his/her research is noticeable 	<ul style="list-style-type: none"> several journalistic elements are included and appropriate the student's use of support/elaboration/details well-detailed and proves that he/she has extensively researched and gathered facts
ORGANIZATION	<ul style="list-style-type: none"> fails to meet any structural requirements as they were outlined in the assignment 	<ul style="list-style-type: none"> the assignment lacks news structure coherence and logic is attempted but lacking lacks quotations 	<ul style="list-style-type: none"> the assignment minimally follows news writing structure coherence and logic are minimal (reader has difficulty following story) assignment lacks quotations 	<ul style="list-style-type: none"> the assignment mostly follows news writing structure information is adequately presented in a logical, coherent manner quotations are used, but not in the best way 	<ul style="list-style-type: none"> the assignment clearly follows news writing structure information is presented in a logical, coherent manner quotations are used appropriately, if needed
STYLE/ INTEGRATION	<ul style="list-style-type: none"> unoriginal, choppy writing 	<ul style="list-style-type: none"> the article lacks any type of discernable style, which includes any basic language patterns and any technical skills 	<ul style="list-style-type: none"> the student uses bland vocabulary attempts sentence variety lacks active verbs inappropriate editorializing 	<ul style="list-style-type: none"> the student uses adequate vocabulary frequently varies sentence structure frequently uses active verbs no editorializing present 	<ul style="list-style-type: none"> the student uses superior word choice and sentence variety story flows smoothly (good transitions) active verbs keep the story moving no editorializing (if appropriate)
CONVENTIONS (see reverse side for guidelines)	<ul style="list-style-type: none"> the amount of writing is insufficient to show that criteria were met 	<ul style="list-style-type: none"> more than four major errors numerous minor errors 	<ul style="list-style-type: none"> no more than three major errors numerous minor errors 	<ul style="list-style-type: none"> no more than two major errors few minor errors 	<ul style="list-style-type: none"> no more than one major error few and/or no minor errors
	3	8	12	17	20
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PLEASE NOTE: The grade for the article will be lowered by at least one letter grade if the deadline(s) is/are not met.