Essay Rubric: Communications 2.1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 100 | 80 | 60 | 0 |
| Focus &  Details | There is one clear topic discussed in the whole essay. Main  ideas are clear and  are well supported by  detailed and accurate  information. | There is one clear topic discussed in the whole essay. Main ideas are mostly supported by  detailed and accurate  information. | Main topic is not clearly stated with limited support. | The essay lacks focus and support. |
| Organization | The introduction is  inviting, states the main  topic, and provides  an overview of the  paper. Sentences are related and presented  in a logical order. The  conclusion is strong. | Sentences are related to the topic and presented  in a logical order. | Information is only somewhat  related to the topic and/or the presentation is not in logical order. | There is little or no evidence of organization of ideas around a topic. |
| Word choice | The author uses strong and vivid words and phrases throughout the essay. | The author occasionally uses strong and vivid words and phrases, Information is  relevant and presented  in a logical order. | The author rarely uses strong and vivid words and phrases. Information is  relevant but lack logical order. | No strong and vivid words are used. Information is not in logical order. |
| Correctness | All sentences are well  constructed, with no errors  errors in grammar, mechanics, and/or spelling. | Most sentences are well  constructed, with few errors in grammar, mechanics, and/or spelling. | Some sentences are well  constructed, with several errors in grammar, mechanics, and/or spelling. | Sentences have too many errors to be understood. |