

Issues Matter rubric:

Overall: 18 points

Piece follows correct MLA document formatting, including: 1) 12 pt Times New Roman font, 2) 1 inch margins, 3) double spacing, and 4) a heading including your name, your instructor's name, the course number, and the date on the left.

/3 points

Language Use: Writer is aware of the 3 Cs in the piece. Grammar, spelling, and punctuation use does not obscure the author's meaning. The second person, "you," does not appear in the piece.

/10 points

The total word count is between 2000 and 3000 words.

Research paper: 800-1200 words

Memos: 400-600 words each

/5 points

Research: 32 points

Content: Research paper demonstrates that the writer understands the issue sufficiently to propose effective memos by including 1) basic information about the issue, 2) positions and reasoning of at least two sides of the issue, 3) historical or social context for the issue. Writer may also include their position on the issue and why they hold that position

/20 points

Organization: The information in the piece is presented in a logical order. The piece is divided into focused paragraphs that include a topic sentence

/3 points

In-text citations: Writer uses correctly formatted MLA in-text citations to indicate when information comes from outside sources*

/3 points

Works Cited page: Piece includes a correctly formatted MLA works cited page that gives the reader information needed

to verify where the outside information was found
/3 points

Outside sources: Writer references at least three outside sources in order to understand their issue and inform their memos. At least one of these sources is academic/scholarly
/3 points

*Information on correctly formatting MLA in-text citations and works cited pages can be found in the online writing resources listed in the syllabus.

Pieces that do not include in-text citations or a works cited page will not be graded.

Resubmissions will be accepted.

Memos: 75 points total

Memo 1: 25 points

Details: Author provides detailed and complete description of each product. Intended audience and type of rhetorical product are identified
/10 points

Analysis: Author provides analysis explaining why details of product would be effective and convincing to the chosen audience
/10 points

Rhetorical approaches: Author identifies and explains uses of ethos, logos, and pathos as they occur in the memos
/5 points

Memo 2: 25 points

Details: Author provides detailed and complete description of each product. Intended audience and type of rhetorical product are identified
/10 points

Analysis: Author provides analysis explaining why details of product would be effective and convincing

to the chosen audience
/10 points

Rhetorical approaches: Author identifies and explains uses of ethos, logos, and pathos as they occur in the memos
/5 points

Memo 3: 25 points

Details: Author provides detailed and complete description of each product. Intended audience and type of rhetorical product are identified
/10 points

Analysis: Author provides analysis explaining why details of product would be effective and convincing to the chosen audience
/10 points

Rhetorical approaches: Author identifies and explains uses of ethos, logos, and pathos as they occur in the memos
/5 points

The final draft shows improvement from the rough draft in several of the above requirements
/0 points

Total point value:

0 /125 points

0 %