

# **My Favorite Assignment**

## **A Rhetorical Analysis of a Business Card**

### **Grading Rubric**

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**Focus (10 points)**

Does your document have a clear, central purpose? Is the scope of your document manageable given the constraints of the directions? Do you have an effective thesis? Do you stay on topic?

**Support and Development (10 points)**

Do you have topic sentences that support and develop your thesis? Does the body of each paragraph support and develop the topic sentence? Does your research help you to effectively prove the assertions that you are making?

**Organization (10 points)**

Is your document organized/structured logically for your audience? Are your paragraphs organized/structure logically for your audience?

**Style (10 points)**

Is your presentation acceptable to the audience's expectations? Are you able to reach the pertinent audiences (i.e., primary audiences, secondary audiences, specialists, semi-specialists, or lay audiences)? Is your word choice proper?

**Format (10 points)**

Do you follow the conventions of the genre as laid out by the textbook, the directions, and/or the Writer's Resources on our LMS?

**Headings (10 points)**

Do you format the headings correctly according to the Writer's Resources on our LMS?

**Bibliographic Citations (10 points)**

Are your bibliographic citations consistent and correctly formatted in line with the Writer's Resources on our LMS?

**Parenthetical Citations (10 points)**

Are your parenthetical citations consistent and correctly formatted in line with the Writer's Resources on our LMS?

**Correct Integration of Quotations and/or Paraphrases (10 points)**

Do you integrate quotations effectively, using the correct punctuation? Are your transitions to the quotations smooth? Do you sufficiently explain the significance of the quotation/paraphrase to your overall focus?

**Grammar & Mechanics (10 points)**

Do you use Standard English to express yourself?