

**CM220**  
**UNIT 2 ASSIGNMENT RUBRIC (50 points)**

	Points Earned	Points Possible
<b>Content - First Paragraph</b>		
Describes example of persuasive writing in a <i>personal</i> context		6
Analyzes why the example was effective for that context		5
References concepts covered in the course readings		2
<b>Content - Second Paragraph</b>		
Describes example of persuasive writing in a <i>professional</i> context		6
Analyzes why the example was effective for that context		5
References concepts covered in the course readings		2
<b>Content - Third Paragraph</b>		
Describes example of persuasive writing in an <i>academic</i> context		6
Analyzes why the example was effective for that context		5
References concepts covered in the course readings		2
<b>Quality of Writing</b>		
Paragraphs are logically-organized and well-developed		4
No major errors in spelling, grammar, punctuation, or sentence structure		2
Writing is clear and concise		1
<b>APA Style</b>		
Ideas from outside sources are used appropriately and cited in-text		2
Formatted in APA style with title and reference page (if needed)		2
<b>TOTAL:</b>		50
<b>Comments:</b>		

\*Plagiarism violates the Purdue Global Code of Conduct. Plagiarism will result in a "0" grade.