

**CM220**  
**UNIT 4 ASSIGNMENT RUBRIC (50 points)**

	Points Earned	Points Possible
<b>Content - Part I</b>		
Includes a one- or two-sentence logical, persuasive, community-based, and problem-solving thesis statement with a claim and reason		6
Correctly identifies the underlying assumption in that thesis		3
<b>Content - Part II</b>		
Identifies and explains the purpose and shows familiarity with the rhetorical situation		4
Identifies and explains the target audience for the argument and shows familiarity with the rhetorical situation		4
Identifies and explains the setting for the argument and shows familiarity with the rhetorical situation		4
<b>Content - Part III</b>		
Discusses how pathos will be used to shape the argument		5
Discusses how ethos will be used to shape the argument		5
Discusses how logos will be used to shape the argument		5
Provides specific examples to illustrate how the appeals will be used		6
Identifies a specific logical fallacy to avoid in the logos paragraph		2
<b>Quality of Writing</b>		
Responses in parts 1 and 2 are written in complete sentences		1
Paragraphs in part 3 are logically organized and well-developed		3
No major errors in spelling, grammar, punctuation, or sentence structure		1
Writing is clear and concise		1
<b>TOTAL:</b>		50
<b>Comments:</b>		



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