CM220 Unit 2 Assignment

CM220-1: Articulate what constitutes effective persuasive communication in personal, professional and academic contexts.

Point total: 50

Criteria 1 (25%)	Level III Max Points: 12.5	Level II Max Points: 10.625	Level I Max Points: 8.75	Not Present
Personal context	**Meets all criteria:** ● Describes a real-world example of persuasive communication that was observed or produced first-hand in a personal context ● Provides specific evidence to illustrate why the example was effective ● Identifies the parts of the rhetorical situation ● References concepts from the unit reading to support claims	**The following is true:** ● Describes a real-world example of persuasive communication that was observed or produced first-hand in a personal context **And meets two criteria:** ● Provides concrete evidence to illustrate why the example was effective ● Identifies the five parts of the rhetorical situation ● References concepts from the unit reading to support claims	**The following is true:** ● Describes a real-world example of persuasive communication in a personal context **And meets one criteria:** ● Provides concrete evidence to illustrate why the example was effective ● Identifies the parts of the rhetorical situation ● References concepts from the unit reading to support claims	Does not meet any criteria. If plagiarized, the grade for the assignment is a 0.

Criteria 2 (25%)	Level III Max Points: 12.5	Level II Max Points: 10.625	Level I Max Points: 8.75	Not Present
Professional context	**Meets all criteria:** ● Describes a real-world example of persuasive communication that was observed or produced first-hand in a professional context ● Provides specific evidence to illustrate why the example was effective for that context ● Identifies the five parts of the rhetorical situation ● References concepts from the unit reading like situated knowledge to support claims	**The following is true:** ● Describes a real-world example of persuasive communication that was observed or produced first-hand in a professional context **And meets two criteria:** ● Provides concrete evidence to illustrate why the example was effective ● Identifies the five parts of the rhetorical situation ● References concepts from the unit reading to support claims	**The following is true:** ● Describes a real-world example of persuasive communication in a professional context **And meets one criteria:** ● Provides specific evidence to illustrate why the example was effective for that context ● Identifies the five parts of the rhetorical situation ● References concepts from the unit reading like situated knowledge to support claims	**Does not meet any criteria.**
Criteria 3 (25%)	Level III Max Points: 12.5	Level II Max Points: 10.625	Level I Max Points: 8.75	Not Present
Academic context	**Meets all criteria:** ● Describes a real-world example of persuasive communication that was observed or produced	**The following is true:** ● Describes a real-world example of persuasive communication that was observed or produced	**The following is true:** ● Describes a real-world example of persuasive communication in an academic context	**Does not meet any criteria.**

	first-hand in an academic context ● Provides specific evidence to illustrate why the example was effective ● Identifies the parts of the rhetorical situation ● References concepts from the unit reading to support claims	first-hand in an academic context **And meets two criteria:** ● Provides concrete evidence to illustrate why the example was effective ● Identifies the parts of the rhetorical situation ● References concepts from the unit reading to support claims	**And meets one criteria:** ● Provides specific evidence to illustrate why the example was effective ● Identifies the five parts of the rhetorical situation ● References concepts from the unit reading to support claims.	
Criteria 4 (10%)	**Level III** **Max Points: 5**	**Level II** **Max Points: 4.25**	**Level I** **Max Points: 3.5**	**Not Present**
APA Style	**Meets all criteria** ● Applies APA style to in-text citations and references citations with minor to no errors ● Applies APA formatting style to document layout with minor to no errors	**Meets two criteria** ● Applies APA style to in-text citations with minor errors ● Applies APA style to reference citations with minor errors ● Applies APA formatting style to document layout with minor errors	**Meets one criteria** ● Applies APA style to in-text citations with some errors ● Applies APA style to reference citations with some errors ● Applies APA formatting style to document layout with some errors	**Does not meet any criteria.**
Criteria 5 (15%)	**Level III** **Max Points: 7.5**	**Level II** **Max Points: 6.375**	**Level I** **Max Points: 5.25**	**Not Present**
Writing Conventions	**Meets all criteria** ● Writing is focused, concise and organized	**Meets three-four criteria** ● Writing is focused, concise and organized	**Meets one-two criteria** ● Writing is focused, concise and organized	**Does not meet any criteria.**

	• Applies PIE strategies to include all necessary elements of a paragraph (topic sentence, supporting details, and concluding sentence) • Articulates at a college level with sentence variety and complexity • Few or no grammar or punctuation errors • Uses non-offensive, inclusive and respectful language	• Applies PIE strategies to include all necessary elements of a paragraph (topic sentence, supporting details, and concluding sentence) • Articulates at a college level with sentence variety and complexity • Few or no grammar or punctuation errors • Uses non-offensive, inclusive and respectful language	• Applies PIE strategies to include all necessary elements of a paragraph (topic sentence, supporting details, and concluding sentence) • Articulates at a college level with sentence variety and complexity • Few or no grammar or punctuation errors • Uses non-offensive, inclusive and respectful language	
Maximum Total Points	(100%) 50	(85%) 42.5	(70%) 35	0
Minimum Total Points	42.6 points minimum	35.1 points minimum	1 point minimum	0