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| --- | --- | --- | --- | --- |
| Scoring Rubric | 3 | 2 | 1 | 0 |
| Ideas | * The essay presents a topic that is clearly stated and controlled
* The essay topic is supported with specific facts, evidence, details and examples
* The essay skillfully combines ideas from 2 sources
 | * The essay presents a topic that is controlled
* The essay is supported by facts, evidence, details, and examples
* The essay combines ideas from 2 sources
 | * The essay presents a topic with an unfocused idea
* The essay contains facts, evidence, and details that are insufficient and/or irrelevant to the topic
* The essay uses ideas from 1 source
 | * The essay presents a topic that a vague or unclear
* The essay is not supported by facts, evidence, or details
* The essay lacks the use of sources
 |
| Structure | * The essay leads with an effective, engaging introduction
* Each body paragraph leads with an effective and clear topic sentence
* The essay uses an effective organization of ideas and transitions to create cohesion
* The essay closes with an insightful conclusion that supports and completely concludes the explanation presented
 | * The essay presents a clear and focused introduction
* Each body paragraph leads with an effective topic sentence
* The essay organizes ideas and uses transitions to create cohesion
* The essay presents a conclusion that connects the larger ideas presented
 | * The essay contains an introduction that is underdeveloped and/or unfocused
* Each paragraph is led with a topic sentence that is unfocused
* The essay presents ideas that are disconnected and uses limited transitions
* The essay presents a conclusion that is not developed or focused
 | * The essay contains an introduction that is vague and/or unfocused
* Each paragraph is not led with a topic sentence
* The essay presents little to no ideas and no transitions
* The essay contains a conclusion that is vague and/or no conclusion
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| Use of Language | * The essay uses precise language that specifically informs and explains the topic
* The essay uses a compound and complex sentences to enhance writing
* The essay demonstrates a clear understanding of the conventions of writing
 | * The essay uses some precise language to inform and explain the topic
* The essay uses some compound and complex sentences to enhance writing
* The essay demonstrates an understanding of the conventions of writing but contains minor errors
 | * The essay uses informal language that is inappropriate for the topic
* The essays uses little to no sentence variety
* The essay demonstrates a limited understanding of the conventions of writing with major errors
 | * The essay uses informal language that is not appropriate for the topic
* The essay uses no sentence variety
* The essay contains major errors that interfere with meaning
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Explanatory Essay

* You will write a 4 paragraph explanatory essay explaining the role of advertising in the lives of youth.
* In this essay, you will use the informational texts, the documentary, and the news article from Spring Board to provide supporting details, evidence, and examples in your writing.
* You will use the TLQ strategy to organize and present supporting details in your essay.

Your essay will require the following –

* An introduction that clearly states your topic and main idea
* Two body paragraphs that begin with a topic sentence and contain two pieces of evidence
* One body paragraph must use information from one of the informational texts or the news article
* One body paragraph must use information from the documentary
* A concluding paragraph that effectively supports and concludes the explanation presented

A couple tips!

* Use precise language in your writing – it will help to create imagery and will avoid wordiness
* Use transitions to create cohesion and use GOOD transitions
* For every piece of evidence given, provide enough commentary to get your ideas across