|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 |
| 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 |

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