**Drugs & Alcohol in the Media: Music Video/ Advertising Analysis**

Find an article advertisement/ commercial/ music video that focus on Drug/ Alcohol Use in the Media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Article Response Rubric**

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|  | **Level One** | **Level Two** | **Level Three** | **Level Four** |
| Style and Organization  * Intro paragraph * Paragraph organization * Opinion paragraph * Concluding paragraph * Transition of ideas * Focus and purpose of argument | * Written responses weakly introduces analysis and does not adequately establish connections * Limited organization of ideas and presented in brief / illogical format * Opinion is weak * Point form responses * Little to no use of topic and transition sentences * Poor examples and little description of application * Inconsistent and weak sentence structure * Not typed and poorly organized | * Written responses introduces analysis well and establishes connections * Sufficient organization of ideas and presented in paragraphs * Simplistic opinion * Some use of topic and transition sentences * Some examples and description of application * Adequate sentence structure * Not typed and little organization | * Written responses introduces analysis clearly and establishes good connections * Effective organization of ideas presented in focused paragraphs * Opinion well stated * Good topic sentences and good transitions * Good examples and description of application * Good sentence structure * Typed with good organization and easy to follow | * Written responses skillfully introduces analysis and establishes a strong connections * Highly effective organization of ideas developed into mature paragraphs * Passionate, clear, concise opinion * Detailed sentence structure * Excellent topic sentences and smooth transitions * Excellent examples and description of application * Excellent sentence structure * Typed with excellent organization and easy to follow |

**Comments:**