**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
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**Comments:**