

Writing Assignment #2

Grading Rubric – 50 points total

INTRODUCTION PARAGRAPH (6 points)

- Introduce ethical issue (3)
- Explain positive or negative results (3)

BE THE OMBUDSMAN (14 points)

- Critique the campaign (8)
- Damage control (2)
- Ahead of time information (2)
- Content changes (2)

APPLY THE ETHICS (14 points)

- Consult your conscious (4)
- Seek alternatives (5)
- Hold an imaginary dialogue (5)

CLOSING (6 points)

- Analysis of decisions made (3)
- What would you have done differently?
Would you have done anything differently?
(3)

MINIMUM STYLE EXPECTATIONS (10 points)

- Two full pages (4)
- Double spaced (2)
- 12-point Times New Roman (2)
- Standard MLA style (work's cited not required) (2)

TOTAL SCORE _____