

# Writing Assignment #2

*Grading Rubric – 50 points total*

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## **INTRODUCTION PARAGRAPH (6 points)**

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

## **BE THE OMBUDSMAN (14 points)**

- Critique the campaign (9)
- 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** \_\_\_\_\_