**Final Media Literacy Rubric**

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|  | **Exemplary** | **Proficient** | **Developing** | **Novice** |
| **Based on Real News/Events (x1)** | 4  Paper is based on real news and provides a link/source in reflection paper. | 3  N/A | 2  N/A | 1-0  Paper is not based on real news or events |
| **Modeled after News Source Genres (x1)** | 4  Can immediately identify the source’s bias and news type: Hyper-partisan, biased, fake, or satirical | 3  Can identify the source’s bias and news type after a little analysis | 2  Cannot identify either the source’s bias OR news type | 1-0  Cannot identify BOTH the source’s bias AND news type |
| **Evidence of Understanding:**  **Ethos, Pathos, and Logos(x2)** | 8-7  Uses each rhetorical appeal (Ethos, Pathos, and Logos) at least once. Appeals are easily identifiable and arguable | 6-5  Uses each rhetorical appeal (Ethos, Pathos, Logos) at least once. Appeals are not easily identifiable | 4-3  Uses only two rhetorical appeal OR most appeals are not easily identifiable | 2-0  Use one or no appeals OR ALL appeals are not identifiable |
| **Evidence of Understanding:**  **Types of News Sources (x2)** | 8-7  Purposefully makes FOUR linguistic, visual, and rhetorical decisions modeled after selected news type. | 6-5  Purposefully makes THREE linguistic, visual, and rhetorical decisions modeled after selected news type. | 4-3  Purposefully makes TWO linguistic, visual, and rhetorical decisions modeled after selected news type. | 2-0  Purposefully makes ONE or NO linguistic, visual, and rhetorical decisions modeled after selected news type. |
| **Organization (x1)** | 4  Articles are as long as they need to be, have a logical flow, and are easy to follow | 3  Articles are as long they need to be, but are sometimes difficult to follow | 2  Articles could use some length and elaboration OR are usually difficult to follow. | 1  Articles are so short that they do not meet requirements. Follows no organization |
| **Voice, Grammar, and Punctuation (x1)** | 4  Concise, persuasive voice with limited (<2) grammar errors **for selected news source.** | 3  Clear voice with a few grammar errors (3-6) | 2  Muddled voice with multiple grammar errors (6-10) | 1-0  Unclear voice with excessive grammar errors (<10) |