COLLECTION 4 TASK B
MULTIMEDIA CAMPAIGN

	Ideas and Evidence	Organization	Language
ADVANCED	• All parts of the campaign clearly state a position and a call for action. • Logical reasons and relevant evidence support the claim. • Counterarguments are addressed. • The campaign's message is strong and unified throughout.	• The reasons and evidence are organized logically and consistently to persuasive effect. • Transitions connect reasons and evidence to the writer's claim.	• The editorial is presented in a consistent, formal style. • Grammar, mechanics, and usage are correct.
COMPETENT	• A position is stated but could be more clear. • Reasons and evidence could be more convincing. • Responses to counterarguments need development. • The campaign's message is strong and mostly unified.	• The organization of reasons and evidence is confusing in places. • A few more transitions are needed to connect reasons and evidence to the claim.	• The style of the editorial becomes informal in a few places. • Some errors in grammar, usage, and mechanics occur.
LIMITED	• The writer's position is not clear. • Some reasons and evidence are not logical or relevant. • Opposing claims are not addressed logically. • The campaign's message is somewhat inconsistent.	• The organization of reasons and evidence is logical in some places, but it does not follow a clear pattern. • Many more transitions are needed to connect reasons and evidence to the claim.	• The style of the editorial becomes informal in many places. • Grammar, usage, and mechanics are incorrect in many places.
EMERGING	• No position is stated. • Reasons and evidence are missing. • Opposing claims are not anticipated or addressed. • The campaign lacks a unified message.	• A logical organization is not used; reasons and evidence are presented randomly. • Transitions are not used, making the argument difficult to understand.	• The style is inappropriate for the argument. • Errors in grammar, usage, and mechanics obscure the meaning of ideas.