

SCHOOL OF COMMUNICATION
UNIVERSITY OF PUERTO RICO
RÍO PIEDRAS CAMPUS
COPU 4136
BASIC WRITING FOR MASS MEDIA

Rubric to evaluate the Drafting Work

Phase: ___ 1 ___ 2 ___ 3

Phase 1: 10 points for the Note of Assigned Exercises

Phase 2: 40 points that are taken as a **percentage value** for the Writing Work Note - Phase 2¹

Phase 3: 48 points that are taken as a **percentage value** for the Writing Work Note - Phase 3

Section: _____ / Teacher: _____

Invention: _____

Name: _____

Total: _____ / **40 points (Phase 2)** Grade: _____ %

Total: _____ / **48 points (Phase 3)** Grade: _____ %

¹ In Phase 2, the score obtained in the "Cohesion" criterion is not counted for a grade.

Criteria	Excellent (8-7)	Good (6-5)	In progress (4-3)	Begginig (2-1)	Comments
Conciseness ____ / 8	The text is free of redundancies and circumlocutions or contains only one (1) of those errors.	The text only contains two (2) to three (3) redundancies or circumlocutions.	The text contains four (4) to six (6) redundancies or circumlocutions.	The text contains more than six (6) redundancies or circumlocutions.	
Precision ____ / 8	The text presents the vocabulary and the appropriate information to transmit the proposed message according to the style of the media or presents only one (1) failure of this type.	The text presents, with two (2) to three (3) failures, the vocabulary and the appropriate information to transmit the proposed message according to the style of the media.	The text presents, with four (4) to six (6) failures, the vocabulary and the appropriate information to transmit the proposed message according to the style of the media.	The text resorts to clichés, abuses proformas or contains other flaws of precision, so it presents inadequate vocabulary and information to transmit the proposed message according to the style of the media.	
Clarity ____ / 8	The text is free of instances of ambiguity and leaks of orality or contains only one (1) of those errors. Likewise, it effectively communicates the central idea.	The text only contains two (2) to three (3) instances of ambiguity or leaks of orality. It also satisfactorily communicates the central idea.	The text contains four (4) to six (6) instances of ambiguity or leaks of orality. Likewise, it partially communicates the central idea.	The text contains more than six (6) instances of ambiguity or leaks of orality. Likewise, ineffectively communicates the central idea.	

<p>Orthosynthetic correction</p> <p>___ / 8</p>	<p>The text is free of errors when applying accentuation, punctuation, capitalization, use of prefixes, use of correct words and concordance; or contains only (1) an error of this kind.</p>	<p>The text contains two (2) to four (4) errors when applying accentuation, punctuation, use of capitals, use of prefixes, use of correct words and concordance.</p>	<p>The text contains five (5) to eight (8) errors when applying accentuation, punctuation, use of capitals, use of prefixes, use of correct words and concordance.</p>	<p>The text contains more than eight (8) errors when applying accentuation, punctuation, use of capitals, use of prefixes, use of correct words and concordance.</p>	
<p>Structure</p> <p>___ / 8</p>	<p>The text follows the instructions for number of paragraphs, number of sentences and presence of a thematic sentence, development of sentences and closing sentence; or presents only one (1) failure of this type. The text is free of incomplete sentences. In addition, it exhibits fluency.</p>	<p>The text follows, with two (2) to three (3) judgments, the instructions for number of paragraphs, number of sentences and presence of thematic sentence, development sentences and closing sentence.</p>	<p>The text follows, with four (4) to six (6) judgments, the instructions for number of paragraphs, number of sentences and presence of thematic sentence, development sentences and closing sentence.</p>	<p>The text does not follow the instructions for number of paragraphs, number of sentences and thematic sentence presence, development sentences and closing sentence.</p>	

<p>Cohesion</p> <p>___ / 8</p>	<p>The text is free of incomplete or proforma without clear reference. In addition, it exhibits fluency.</p>	<p>The text only contains one (1) error: one (1) incomplete sentence or one (1) proforma without a clear reference. In addition, it exhibits a certain fluidity.</p>	<p>The text contains two (2) to four (4) errors: from two (2) to four (4) incomplete sentences, from two (2) to four (4) proformas without clear reference or from two (2) to four (4) errors of the two types combined. In addition, it exhibits little fluidity.</p>	<p>The text contains more than four (4) errors: more than four (4) incomplete sentences, more than four (4) proformas without a clear reference, or more than four (4) errors of the two types combined. In addition, it lacks fluidity.</p>	
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