REPU 4147 - Writing for Public Relations
Domains: critical thinking, effective communication for the media, social responsibility, ethics / aesthetics and knowledge integration

Criteria*	Excellent (8-7)	Good (6-5)	In Progress (4-3)	Beginning (2-1)
Domain: Social Responsibility				
Understand and consider aspects related to diversity: gender, race, ethnic identity, sexual orientation, and any other form of diversity. _____8	The student understands and considers the related aspects, but there may be an error. ** (8 = 0 error / 7 = 1 error)	The student understands and considers the related aspects but there may be two or three errors (6 = 2 errors / 5 = 3 errors).	The student understands and considers the related aspects but there may be, but there may be four to five (4 = 4 errors / 3 = 5 errors).	There is no evidence that the student understands and/or considers the related aspects, has more than six errors (2 = 6 errors / 1 = 7 or more errors)
Domain: Ethics and aesthetics				
Understanding different perspectives / ethical concepts - Name the value or moral values or the code of ethics on which you base your analysis ___ / 8	The student identifies the problem, but there may be an error (8 = 0 error / 7 = 1 error).	The student identifies the problem, but there are two to three errors (6 = 2 errors / 5 = 3 errors).	The student identifies the problem, but there are three to four errors (4 = 4 errors / 3 = 5 errors).	There is no evidence that the studentidentifies the problem, there are 6 or more errors, 2 = 6 errors / 1 = more than 7 errors).
Critical thinking				
Knowledge and understanding of the material ____ / 8	The student correctly identifies all the concepts but there may be an error (8 = 0 error / 7 = 1 error).	The student identifies the concepts, but at least there are two or three errors (6 = 2 error / 5 = 3 errors).	The student identifies the concepts, but there are four or five errors (4 = 4 errors / 3 = 5 errors).	There is no evidence that the student identifies information about the concept, it has six or more errors (2 = 6 errors / 1 = 7 errors or more).

Knowledge Integration				
Transfers the material - Adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer the learning to situations presented in different scenarios. ___ / 8	The student adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer the learning to situations presented in different scenarios, but there may be an error. (8 = 0 error / 7 = error).	The student adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer the learning to situations presented in different scenarios, but there may be two or three errors (6 = 2 errors / 5 = 3 errors).	The student adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer the learning to situations presented in different scenarios, but there are four to five errors (4 = 4 errors / 3 = 5 errors).	There is no clear evidence that the student adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer learning to situations presented in different scenarios, there are more than six errors (2 = 6 errors / 1 = 7 or more errors).
Domain: Effective Communication				
Concision - The information presented is free of redundancies and circumlocutions (without detours). ___ / 8	The redacted information has zero or an error (8 = 0 error / 7 = 1 error).	The written information has two or three errors (6 = 2 errors, 5 = 3 errors).	The written information has four to five errors (4 = 4 errors, 3 = 5 errors).	The information written has six or more errors (2 = 6 errors, 1 = 7 or more errors).
Orthosynthetic correction - Written information is free of errors when applying accentuation, punctuation, capitalization, use of correct words and concordance. (If necessary, mention in a footnote when a	The redacted information has zero or an error (8 = 0 error / 7 = 1 error).	The written information has two or three errors (6 = 2 errors, 5 = 3 errors).	The written information has four to five errors (4 = 4 errors, 3 = 5 errors).	The information written has six or more errors (2 = 6 errors, 1 = 7 or more errors).

grammatical license is used.) _____ / 8				
Clarity - Written information is free of incomplete or proforma sentences without clear reference, and has no instances of ambiguity. The information is relevant and detailed. Ideas and arguments are organized coherently. The transitions are logical .___ / 8	The redacted information has zero or an error (8 = 0 error / 7 = 1 error).	The written information has two or three errors (6 = 2 errors, 5 = 3 errors).	The written information has four to five errors (4 = 4 errors, 3 = 5 errors).	The information written has six or more errors (2 = 6 errors, 1 = 7 or more errors).

* A zero will be assigned to the criterion in which the student has not applied anything of the expected at all.

** Error means that the definition of work quality was not met.

Comments: