

PRESS RELEASE ASSESSMENT RUBRIC

Name:

/25 pts

	Weak (1)	2	Good (3)	4	Excellent (5)	TOTAL PTS
TASK RESPONSE	Task partially fulfils the requirements:		Task mainly fulfils the set requirements:		Task fulfils the set requirements and situation:	10 pts max.
Topic, purpose & contents	<p>Topic and purpose are not always clear for the reader, i.e., situation-problem-solution-evaluation (P-S-E) missing or poorly presented in the introduction. It is not always clear how the body paragraphs support the aim. The conclusion is missing or only partially fulfils the requirements.</p> <p>Most or all the answers to the five W's are missing</p> <p>There is no headline or the headline is not adequately related to the topic</p> <p>Contents are limited or only partially fulfil the task requirements.</p>		<p>Topic and purpose are clear. S-P-S-E pattern is evident in the introduction. The body paragraphs support the aim of the report sufficiently well. The conclusion (re)states the recommendation and summarizes the main arguments.</p> <p>Most of the five W's are answered in an adequate way</p> <p>The headline introduces the reader to the topic but might be rather bland and unengaging</p> <p>Contents fulfil the task requirements sufficiently well.</p>		<p>Topic and purpose are very clear, with clear and smooth presentation of S-P-S-E in the introduction. The body paragraphs fully support the aim of the report. The conclusion (re)states and effectively justifies the recommendation linking it back to the original problem or need.</p> <p>All the five W's are answered in an interesting and logical manner</p> <p>The press release begins with an engaging and informative headline</p> <p>Contents completely fulfil the task requirements</p>	
COHESION & COHERENCE	The text attempts to achieve focus and logical progression, but weakly		The text has a sufficient focus with logical progression		The text has a clear focus, it flows naturally and progresses logically	5 pts max.
Overall organization & coherence	<p>Ideas and arguments are not well organised or tend to be disconnected.</p> <p>Paragraphs are used, but they may not stay on topic, or they may be too short or long.</p>		<p>Ideas and arguments are logically organised, but there may be some incoherence, jumpiness or breaks in the flow.</p> <p>Paragraphs are used logically and stay on topic.</p>		<p>Ideas and arguments are logically organized and coherent for the reader throughout.</p> <p>Paragraphs are used accurately to promote communication and stay on topic.</p>	
LEXICO-GRAMMATICAL STRUCTURES AND STYLE	Poor/ satisfactory		Good		Excellent	10 pts max.

Grammatical accuracy	<p>Communicates with reasonable accuracy in familiar contexts; generally good control though with noticeable mother tongue influence. Errors occur, but it is clear what s/she is trying to express.</p> <p>The text contains frequent spelling, punctuation and capitalization errors.</p>	<p>Good lexico-grammatical control; occasional "slips" or non-systematic errors and minor flaws in sentence structure or word form may still occur, but they are rare.</p> <p>The text contains some spelling, punctuation and capitalization errors.</p>	<p>Consistently maintains a high degree of lexico-grammatical accuracy; errors are rare and difficult to spot.</p> <p>The text contains no or very few spelling, punctuation and capitalization errors.</p>	
Style and tone	<p>Style and tone are often inappropriate, e.g., too formal or informal for the purpose and target audience. References are missing and/or inaccurately used.</p>	<p>Style and tone are appropriate, but there may be some inconsistencies or errors. References are used and they are mostly accurate.</p>	<p>Style and tone are consistently appropriate for the purpose and target audience. References are accurately used.</p>	