

AUDIENCE PURPOSE PART ONE SCORING GUIDE

| Item 1 | Scoring Guide |
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| <p>After reading both political campaign articles, decide which article is most effective based on its text features. Using the graphic organizer provided, choose three text features to contrast both articles based on your selection.</p> <p>Teacher Support: Materials: 2 campaign related newspaper or magazine articles, campaign brochures, mailings etc.; general/ principle graphic organizer (comparison/contrast chart) (<i>Marzano, 2001</i>).</p> | <p>3 Points: Three text features are correctly identified and reasonable contrasts are included.</p> <p>2 Points: Two text features are correctly identified and reasonable contrasts are included.</p> <p>1 Point: One text feature is correctly identified and reasonable contrast is included.</p> <p>0 Points: Other</p> |