

**High School Health – Consumer Health & Safety
Media Influences Rubric**

Persuasive Letter

Factors to Consider	Novice	Proficient	Expert
Appropriate language to persuade audience	Did not use appropriate persuasive language Lacked content and proper grammar	Used appropriate persuasive language Lacking content and proper grammar	Used appropriate persuasive language, content, and grammar
Justify their reasoning	Did not state the lack of validity of the claim in advertisement	Lack of validity of the claim in advertisement not clearly stated	Clearly stated the lack of validity of the claim in advertisement
Used valid sources	Did not cite any source	Cited a source	Cited valid sources
Describe how advertisement influences young adults	Did not describe any influences	Described influences, but does not address young adults self-esteem	Clearly described how advertisement influences young adults self-esteem
Suggested new advertising technique	Did not suggest a different advertising technique	Vaguely suggested a different advertising technique	Clearly suggested a different advertising technique