



## BAD AD CONTEST Scoring Rubric

	circle points earned
1. Describes the advertisement, including wording, images, colors, brands, logos, etc. This is the <i>text</i> of the ad. (5 pts. possible)	<b>Points available:</b> 1 2 3 4 5
2. Identifies and explains how at least three (3) persuasion techniques are used. See <i>The Language of Persuasion</i> on our website. (5 pts. possible)	1 2 3 4 5
3. Describes the messages and values the ad promotes. This is the <i>subtext</i> . (5 pts. possible)	1 2 3 4 5
4. Explains what information is left out of the ad. This is the <i>untold story</i> . (3 pts. possible)	1 2 3
5. Explains how the ad could be more truthful. (3 pts. possible)	1 2 3
6. Uses correct spelling and punctuation. (4 pts. possible)	1 2 3 4
<p><b>Bonus Scoring</b> to earn bonus points, you must explain:            why the ad might be offensive -and-            how the ad challenges or reinforces stereotypes of individuals or communities in one or more areas:</p> <ul style="list-style-type: none"> <li>-class                      -race</li> <li>-age                         -looks/appearance</li> <li>-ability                    -sexual orientation</li> <li>-gender</li> </ul>	<p>Bonus</p> <p>1 2 3 4 5</p>
<b>TOTAL POINTS FROM ABOVE:</b>	

**25 total points available + 5 bonus points = 30 points available**