

**ZUR 393k: Effects of Mass Media**  
**GRADING RUBRIC for Essay #1: Popular Culture Critique**

**YOUR NAME:** \_\_\_\_\_

	<b><u>POINTS</u></b>
<b><u>ESSAY:</u></b>	
2 or 3 specific concepts drawn from readings	
Concepts clearly defined	/ 25
Concepts effectively illustrated with reference to song	/ 25
Persuasive analysis/argument offered	/ 5
Clear & effective essay organization and writing style (e.g. intro & conclusion, thesis, transitions, etc.)	/ 10
Completed assignment turned in on time	<u>/ 15</u>
	<b>/ 80</b>
<b><u>Song Transcription &amp; Summary:</u></b>	
Complete transcription (and English translation) of song	/ 5
Song summary	
describes musical/vocal quality, etc. effectively	/ 5
names record label & parent company	/ 2
provides evidence of "popularity" (chart placement, sales, video views, etc.)	<u>/ 3</u>
	<b>/15</b>
<b><u>Bibliography</u></b>	
Complete and properly formatted list of all sources cited in summary & essay	<u>/ 5</u>
TOTAL POINTS:	<b>/ 100</b>
LETTER GRADE:	
<b><u>OPTIONAL EXTRA CREDIT:</u></b>	
Identify a specific weakness in Adorno's argument	/ 5
Offer evidence to support your argument	<u>/ 10</u>
	/ 15