

Criteria	Ratings								Pts	
Thesis Statement Thesis statement clearly explains why and how an historical agent used one or more media technologies to achieve a political, social, or ideological goal.	10.0 pts Outstanding	9.0 pts Excellent	8.0 pts Good	7.0 pts Average	6.0 pts Needs Improvement		5.0 pts Problematic	0.0 pts No Thesis Statement		10.0 pts
Description of the historical agents involved and the context within which they operated. Description of the historical agents or institutions involved and the historical context within which those historical agents or institutions operated.	5.0 pts Excellent	4.0 pts Good	3.0 pts Needs Improvement			2.0 pts Problematic		0.0 pts No Marks		5.0 pts
Definition and explanation of Eisenstein term(s) or concept(s) Definition and explanation of appropriate term(s) or concept(s) introduced by Elizabeth Eisenstein	10.0 pts Outstanding	9.0 pts Excellent	8.0 pts Good	7.0 pts Average	6.0 pts Needs Improvement	5.0 pts Problematic	0.0 pts No Marks No terms from Eisenstein or Pettegree used in Essay		10.0 pts	
Body Paragraphs - Analysis of Evidence Body paragraphs provide and analyze specific relevant evidence in a convincing manner. Eisenstein term(s) or concept(s) used appropriately and effectively to support claims.	25.0 pts Outstanding	23.0 pts Excellent	21.0 pts Very Good	19.0 pts Good	17.0 pts Average	15.0 pts Needs Improvement	13.0 pts Problematic	0.0 pts No Marks	25.0 pts	

Evidence: Substantiation Claims are substantiated with appropriate evidence drawn from at least four published sources (do you cite sources for your evidence?)	15.0 pts Outstanding	14.0 pts Excellent	13.0 pts Very Good	12.0 pts Good	11.0 pts Average	10.0 pts Needs Improvement	9.0 pts Problematic	0.0 pts No Marks	15.0 pts
Evidence: Citation Sources are properly cited according to MLA or Chicago style and included in a Works Cited section following the paper (do you cite your sources properly?)	10.0 pts Outstanding	9.0 pts Excellent	8.0 pts Good	7.0 pts Average	6.0 pts Needs Improvement	5.0 pts Problematic	0.0 pts No Citations	10.0 pts	
Organization Supporting points are presented in a logical sequence that proves the main argument. Examples and analysis are organized into coherent paragraphs of appropriate length.	15.0 pts Outstanding	14.0 pts Excellent	13.0 pts Very Good	12.0 pts Good	11.0 pts Average	10.0 pts Needs Improvement	9.0 pts Problematic	0.0 pts No Marks	15.0 pts
Style Writing is syntactically and grammatically correct. Edited and proofread. Paper is easy to understand.	10.0 pts Outstanding	9.0 pts Excellent	8.0 pts Good	7.0 pts Average	6.0 pts Needs Improvement	5.0 pts Problematic	0.0 pts No Citations	10.0 pts	

Total Points: 100.0