Your Name: Basil Huffman
Author's Name: Shelley Banker

Project 1 Rubric

36/40 Critical Development and Creativity

- Analysis is adequately developed in terms of length: 1200-1500 words
- Gives complex, well-developed, and specific analysis of video
- Connects analyses to larger societal implications

18/20 Grammar and Punctuation

- Is free from distracting punctuation, grammatical, and spelling errors

13/15 Organization

- Flows well and uses transitions well

21/25 Style

- Precise and interesting word choices (*Use thesaurus.com)
- Varied sentence structure

88/100 Total

The paper's critical development and creativity were adequate. The essay is fully developed in terms of length (1382 words). The author gives complex and developed analysis of the video. She talks about how the woman in the video is portrayed as a gold digger, but her points don't always connect to larger issues in our society. Demonstrating this relationship in a clearer, step-by-step way would have helped. For example, she stated "Watching the video, viewers think it is acceptable to be in a relationship where they use a man for his money." This is good analysis but it doesn't connect to how this affects men and women on a deeper level in our society, or how it creates trends in gender performances.

There were a few minor grammatical and punctuation errors. First, this sentence is not complete. "The woman in the video is tall, skinny, and beautiful while the sugar daddy, which Urban Dictionary defines as 'a man (usually older and well-off) who financially supports a younger woman (or man) in exchange for sex and companionship.' " The word 'which' turns the definition into a phrase that needs an ending statement. Additionally, commas could be used in a few places for clarification, and some punctuation is floating (not properly placed with random spaces). Lastly, this sentence can use one less "the," "…telling the the women viewers they should also dress skimpy." So, as you can see, there were some typos that could have been avoided if the author would have read and revised more carefully.

As for organization, this paper flows well together but it could use some more transitions. For example, she wrote, “Toby Keith is saying that it is okay to be a sugar daddy. He is encouraging the woman to date someone who is much older with large amounts of money instead of dating someone who is the woman’s age who is most likely in the same financial place as the woman. To discourage… .” In this last sentence, she completely changes topics without giving the reader any indication that that is what she’s going to do. These thoughts should be connected with transitions to make them sound less choppy--or maybe even a paragraph break.

The author’s style was sufficient. The paper was not awkward, but it was also not especially vibrant to read, as some words were repeated too many times in too short a space. For example, in the following sentence, “women” could be substituted for other terms such as ladies and females, especially when seen twice in a sentence. “Women are often over-sexualized in our culture. The ‘Who’s Your Daddy?’ music video is just one of many music videos where the women in the videos are dressed in a provocative way, encouraging the viewers to view women provocatively.”