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| This criterion is linked to a Learning OutcomeAttention getter/hookThe opening lines of your essay — these should use an attention strategy, such as an interesting fact or statistic, quote, anecdote, etc. |

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| **6.0 pts****Excellent** | **4.9 pts****Good** | **3.8 pts****Acceptable** | **2.5 pts****Poor** | **0.0 pts****Missing** |

 | 6.0 pts |
| This criterion is linked to a Learning OutcomeThesis statementThis is a declarative statement which you will prove throughout your essay. |

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| **7.0 pts****Excellent** | **5.83 pts****Good** | **4.67 pts****Acceptable** | **3.0 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| This criterion is linked to a Learning OutcomePreview statementThis begins "In this essay I..." and then you tell the reader exactly what you will do. It might take more than one sentence. (i.e. "In this essay I analyze five turns of a conversation where turn-taking is not exchanged between speakers during an episode I categorize as an attempt at "doing reassurance." I will begin by describing the situation, provide the transcript, and then move into an analysis of the resources speakers use in the interaction.") |

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| **7.0 pts****Excellent** | **5.83 pts****Good** | **4.67 pts****Acceptable** | **3.0 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| This criterion is linked to a Learning OutcomeOrganizationIdeas should flow and logically build upon each other. |

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| **6.0 pts****Excellent** | **4.9 pts****Good** | **3.8 pts****Acceptable** | **2.5 pts****Poor** | **0.0 pts****Missing** |

 | 6.0 pts |
| This criterion is linked to a Learning OutcomeTransitions/summariesEach paragraph should include transition/summary/preview statements. |

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| **6.0 pts****Excellent** | **4.9 pts****Good** | **3.8 pts****Acceptable** | **2.5 pts****Poor** | **0.0 pts****Missing** |

 | 6.0 pts |
| This criterion is linked to a Learning OutcomeTopicA good topic is one that meets assignment criteria and shows creativity/innovation (originality), as well as provides significant enough material for a detailed analysis. |

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| **7.0 pts****Excellent** | **5.5 pts****Good** | **4.2 pts****Acceptable** | **2.8 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| This criterion is linked to a Learning OutcomeLiterature ReviewStudents should reference the assignment criteria, course material, and current publications when appropriate to situate their argument within the assignment and a community of research. |

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| **7.0 pts****Excellent** | **5.83 pts****Good** | **4.67 pts****Acceptable** | **3.0 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| This criterion is linked to a Learning OutcomeAnalysisFirst students should describe the phenomenon, then discuss its significance in terms of the reviewed literature, then draw a "so what" conclusion which answers/proves the thesis statement |

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| **7.0 pts****Excellent** | **5.83 pts****Good** | **4.67 pts****Acceptable** | **3.0 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| This criterion is linked to a Learning OutcomeDiscussion/ConclusionStudents should thoroughly discuss the "so what" conclusion they drew from the analysis. This section should explain the significance of this conclusion to the audience, the discipline, etc. |

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| **7.0 pts****Excellent** | **5.83 pts****Good** | **4.67 pts****Acceptable** | **3.0 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| This criterion is linked to a Learning OutcomeRecap ThesisStudents should reiterate their thesis in the conclusion to their essay. |

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| **7.0 pts****Excellent** | **5.83 pts****Good** | **4.67 pts****Acceptable** | **3.0 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| This criterion is linked to a Learning OutcomeRecap PreviewStudents should reiterate what they did in their essay. |

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| **6.0 pts****Excellent** | **4.9 pts****Good** | **3.8 pts****Acceptable** | **2.5 pts****Poor** | **0.0 pts****Missing** |

 | 6.0 pts |
| This criterion is linked to a Learning OutcomeEnd with a BANG! :)Students should "bookend" their essay by referring back to their attention strategy/hook, or seek to end their essay with a strong final statement. |

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| **6.0 pts****Excellent** | **4.9 pts****Good** | **3.8 pts****Acceptable** | **2.5 pts****Poor** | **0.0 pts****Missing** |

 | 6.0 pts |
| This criterion is linked to a Learning OutcomeAPA formattingStudents should adhere to the current APA style guide, which is most accessible at Purdue OWL ([https://owl.purdue.edu/owl/research\_and\_citation/apa\_style/apa\_formatting\_and\_style\_guide/general\_format.htmlLinks to an external site.](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)) |

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| **7.0 pts****Excellent** | **5.83 pts****Good** | **4.67 pts****Acceptable** | **3.0 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| This criterion is linked to a Learning OutcomeGrammarStudents should be sure their essays are grammatically correct according to the norms for formal writing (i.e. do not end sentences in prepositions, do not use contractions, spell out numbers under ten or if it is the beginning of the sentence, use active voice/subject-verb-object order, etc). |

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| **7.0 pts****Excellent** | **5.83 pts****Good** | **4.67 pts****Acceptable** | **3.0 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| This criterion is linked to a Learning OutcomeProofreadingStudents should proofread their essays for typos and other small errors. |

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| **7.0 pts****Excellent** | **5.83 pts****Good** | **4.67 pts****Acceptable** | **3.0 pts****Poor** | **0.0 pts****Missing** |

 | 7.0 pts |
| Total Points: 100.0 |

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