

	Explanation and Support (/15)	Communication (/5)	Demonstration of Class Knowledge (/10)
Excellent	Explanations are deliberate revealing a perceptive understanding of consumerism. Support is specific and accurate. A thorough understanding of the assigned task is demonstrated.	Letter is organized according to specifications. Writing is fluent and purposefully organized. Vocabulary is precise. Confident control of sentence structure, grammar and mechanics. Errors, if present, are inconsequential.	The student demonstrates a level of understanding that is internalized. The use of examples from the class discussions is purposeful.
Satisfactory	Explanations are general revealing an acceptable understanding of consumerism. Support is relevant but may be incompletely developed. An acceptable understanding of the assigned task is demonstrated.	Letter is organized according to specifications, but has a few formatting errors. Writing is generally clear. Vocabulary is adequate, basic; errors do not seriously interfere with communication	The student demonstrates a level of understanding that is acceptable. The use of examples from class discussions is satisfactory
Limited	Explanations are overgeneralized revealing a confused understanding of consumerism. Support is superficial. An incomplete understanding of the assigned task is demonstrated.	The letter has not been addressed correctly. Writing is uneven and incomplete. Vocabulary is imprecise. Writing demonstrates a faltering control. Errors hinder communication	The student demonstrates a level of understanding that is confused but discernable. The use of examples from the class discussions is limited