

Poetry All Around Us Inquiry Based Assignment Rubric

Criteria	Excellent (25 points)	Acceptable (20 points)	Not There Yet (15 points)
<p>TV Commercial Analysis</p> <ul style="list-style-type: none"> Answers all 5 questions completely with thorough information All answers are specific and refer to text evidence Answers are written with complete sentences 	<ul style="list-style-type: none"> Answers 4 of the questions correctly Some answers use specific information and refer to text evidence Answers are simple, not as well developed Answers are not written with complete sentences 	<ul style="list-style-type: none"> Answers 3 or less questions correctly Some answers use specific information and but do not refer to the text for evidence Answers are incomplete (some sections are not answered) 	
<p>SIFT</p>	<ul style="list-style-type: none"> Strong observations and examples are given for Symbol, Imagery, and Figures of Speech The significance or effect is explained and connects to tone or theme. The tone is given with a clear explanation with text evidence The theme is given and is supported by text evidence 	<ul style="list-style-type: none"> Adequate observations and examples are given for Symbol, Imagery, and Figures of Speech The significance or effect is somewhat explained and connects to tone or theme The tone is given but may not contain a clear explanation using text evidence The theme is given (but may be written as a cliché) and is somewhat supported by text evidence 	<ul style="list-style-type: none"> Some observations and examples are given for Symbol, Imagery, and Figures of Speech The significance or effect is not explained and does not show the connection to tone or theme The tone is given but not clearly supported The theme is given but may not connect to the text
<p>Building a Strong Argument Paragraph</p>	<p>The paragraph:</p> <ul style="list-style-type: none"> Creates a unified and persuasive argument; every sentence supports the key claim. Contains a topic sentence with a debatable claim and summary of the evidence. Includes commentary that intricately and complexly explains how the evidence proves the claim. Commentary analyzes why the evidence is important There is a concluding sentence that gives the <i>reader</i> something to think about. Correct grammar and spelling are used throughout. 	<p>The paragraph:</p> <ul style="list-style-type: none"> Creates a fairly unified and persuasive argument; almost all sentences support the key claim. Contains a topic sentence with a debatable claim and summary of the evidence. Demonstrates a bit of understanding regarding commentary and verbs. There is a concluding sentence. Minimal grammar and spelling mistakes. 	<p>The paragraph:</p> <ul style="list-style-type: none"> Struggles to create a unified and persuasive argument; multiple sentences do not directly support the key claim. Contains a topic sentence with either a debatable claim or summary of the evidence, but not both. Commentary missing or does not fully explain how the evidence proves the claim. Lacking a concluding sentence or current one does not close the paragraph. Paragraph contains grammar and spelling mistakes that hinder understanding.
<p>Works Cited</p>	<ul style="list-style-type: none"> All sources are credible and <u>properly cited</u>. Commercial and poem are correctly linked to Padlet. 	<ul style="list-style-type: none"> Most sources are credible and properly cited Commercial or poem is not correctly linked to Padlet. 	<ul style="list-style-type: none"> Sources are not credible; citations are missing or incorrect. Commercial and poem are not correctly linked to Padlet.

Grade: _____/100

Assignment Directions:

1. Your job is to research and find a commercial that uses poetry.
2. Choose the commercial and complete the independent analysis.
 - a. View the commercial.
 - b. Complete the commercial analysis questions.
 - c. Find a copy of the poem.
 - d. Read the poem.
 - e. SIFT the poem.
 - f. Complete the argument paragraph. **Argument Prompt:** Why do you think the director of the commercial chose that poem? Was it a good choice? Support your claim with evidence from the commercial and poem.

What is the company?

What is the product?

What is the URL?

What poem is used?

Title _____

Author _____

What is the URL for the poem?

Commercial Analysis

Question

Answer

Describe the commercial-setting, people, objects used

Who is the target audience of the commercial? Explain how you know.

What is the message of the TV commercial? In other words, what do the commercial's creators want the target audience to believe about the product?

What visuals techniques do the commercial creators' use to convince us of their message? Pick two and explain how they help support the message.

What aural techniques do the commercial creator's use to convince us of their message? Pick two and explain how they help support the message.

Student Name: _____

Block: _____ Date: _____

SIFT Method of Literary Analysis

Title: _____

Author: _____

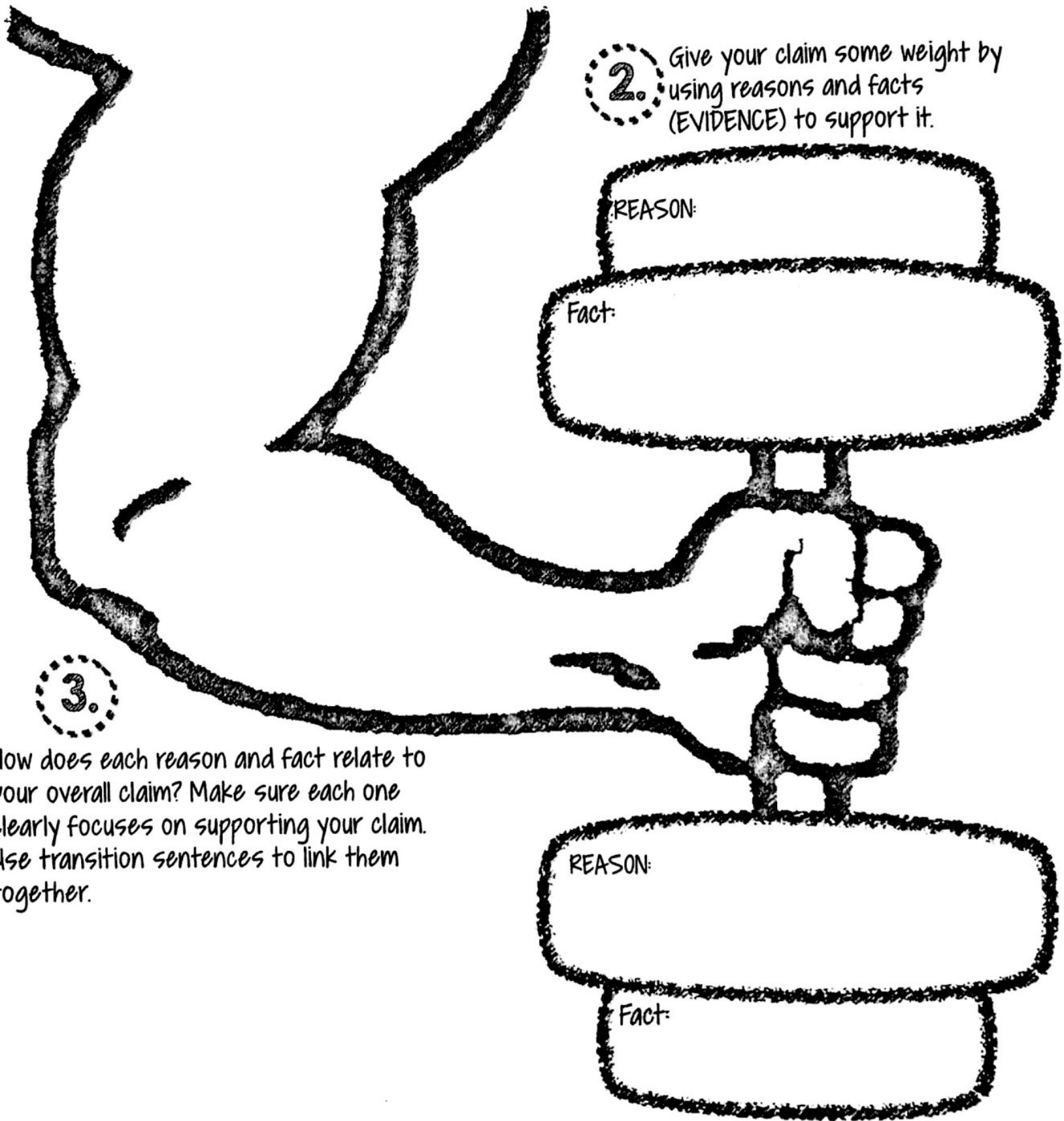
Element	Observations and Examples	What is the effect or significance? Think about tone, theme, characterization, etc.
<p>Symbol(s) Examine the title and the text for symbolism.</p>		
<p>Imagery Identify images and sensory details that are significant.</p>		
<p>Figures of Speech Analyze figurative language (simile, metaphor, personification, etc.).</p>		
<p>Tone What details in the story reveal the author's tone? What is that tone?</p>		
<p>Theme (Avoid clichés and "morals." What is the story about? State it in a universal sentence.)</p>		

The SIFT Method of Literary Analysis is taken from the College Board's Pre-AP Guide for Vertical Teams for English

Building a STRONG Argument

1. Start with a precise claim:
• I BELIEVE...

2. Give your claim some weight by using reasons and facts (EVIDENCE) to support it.



3. How does each reason and fact relate to your overall claim? Make sure each one clearly focuses on supporting your claim. Use transition sentences to link them together.