

Name:

The Gendered Consumer

Criteria	Points Possible	Points Earned	Comments
Does the writer cover the two outside texts (the essays by Scholes and Steinem, as well as a magazine) clearly and thoroughly, using specific examples?	30		
Does the writer present this topic in an interesting and unusual way? Does the writer thoughtfully defend his or her stance about the effects of advertising?	20		
Organization: Is there a clear thesis? Does the writer use transitions between paragraphs? Are paragraphs well-constructed with a topic statement?	30		
Mechanics: Are there any patterns of error? Does the author employ an active verb style, avoiding an overuse of "to be" verbs?	20		
Additional Comments			
Total	100	0	