

NAME:			ETHICS rubric.	
Scale	Defines ethical issue _____/100	Applies principles and uses evidence _____/200	Writing quality _____/100	Total ____/400
<b>Exceeding</b>	Clearly identifies the media ethics issue. Identifies the moral actor (who's making the decision?).	-Identifies who's affected; describes key stakeholders and their different perspectives. -Draws on frameworks, principles, tools and/or relevant codes of ethics; provides evidence. -Strong use of textbook or other resources.	Writing quality is superior. Grammatically correct sentence structure, punctuation and spelling.	
<b>Meeting</b>	Media ethics issue at least partially identified. Identifies moral actor (who's making the decision?).	Identifies some stakeholders. Uses frameworks, principles and/or appropriate codes of ethics and evidence. Somewhat debates and discusses issues with sensitivity to others' perspectives. Limited use of textbook and additional resources.	Writing quality is good. Grammatically correct sentences, punctuation and spelling.	
<b>Approaching</b>	Media ethics issue partially identified.	Describes frameworks, principles and/or code of ethics. Discusses one viewpoint. Does not see other viewpoints. Doesn't provide resources.	Writing quality is acceptable, but could use improvement.	
<b>Not meeting</b>	Media ethics issue not clearly identified, but minimum effort is made.	Does not adequately apply frameworks, principles or codes of ethics. Fails to discuss other viewpoints. Provides opinion but little evidence or application of principles or relevant codes of ethics.	Writing quality is poor; many grammatical mistakes.	