

AB202: Unit 7 Assignment Grading Rubric	Percentage Possible	Points Possible	Points Earned
<p>Criteria: Points are based on correct and thorough responses to the checklist items using critical analysis.</p> <p>Write 3 to 4 paragraphs (consisting of a minimum of 4 sentences each) about:</p>			
<ul style="list-style-type: none"> • How has advertising as a human expression changed in the United States (U.S.) from the 1920s to present day based on technological changes in the U.S. culture? Consult original advertising from the 1920s to present day. 		18	
<ul style="list-style-type: none"> • How do the transitions from past to current advertising technologies reflect positive changes in U.S. culture and the potential for human advancement? 		10	
<ul style="list-style-type: none"> • Specify examples of advertisements you consulted and state the technological changes that influenced the advertisement after researching the technological changes during the different periods from 1920 to the present. Provide URLs of ads. 		16	
Content subtotal:	80%	44	
Use correct spelling and grammar, in a minimum of a 350–500 word response in a Word document using APA format and citation style with additional title and reference pages.		11	
Submission requirements subtotal:	20%	11	
Total Points	Percentage Possible: 100%	Points Possible: 55	Total Points Earned: