

## JOUR 395 Blog Grading Guide

	<b>Exemplary</b>	<b>Score</b>
<b>Writing</b>	<ul style="list-style-type: none"> <li>• Writing is engaging</li> <li>• Blog posts are clear and easy to understand</li> <li>• Writing is descriptive and evocative</li> </ul> <p style="text-align: center;"><b>(20)</b></p>	
<b>Depth of Content</b>	<ul style="list-style-type: none"> <li>• Blog posts show enterprise</li> <li>• Posts are interesting and informative</li> <li>• Blog shows comprehensive reporting on and insights into the subject matter</li> <li>• Posts include links to other Web sites</li> <li>• Blog includes at least 9 posts</li> </ul> <p style="text-align: center;"><b>(20)</b></p>	
<b>Grammar, Punctuation, Style</b>	<ul style="list-style-type: none"> <li>• Blog posts use proper spelling, grammar and punctuation</li> <li>• Posts are relatively free of distracting errors</li> </ul> <p style="text-align: center;"><b>(10)</b></p>	
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Blog shows evidence of reader engagement through comments and audience statistics</li> <li>• Blog uses Facebook, Twitter and/or other social media tools to build audience</li> </ul> <p style="text-align: center;"><b>(10)</b></p>	
<b>Usefulness/Accuracy</b>	<ul style="list-style-type: none"> <li>• Blog alerts readers to interesting issues, events, places, controversies relevant to the subject matter</li> <li>• Links provide readers with useful information</li> <li>• Blog provides commentary on issues relevant to the subject matter</li> <li>• Blog provides a useful service to the community</li> <li>• Posts are accurate</li> </ul> <p style="text-align: center;"><b>(20)</b></p>	
<b>Multimedia</b>	<ul style="list-style-type: none"> <li>• Blog uses multimedia elements appropriately</li> <li>• Audio is clear and understandable</li> <li>• Images are clear, compelling and easy to read</li> <li>• Multimedia components demonstrate technical competence</li> </ul> <p style="text-align: center;"><b>(10)</b></p>	
<b>Creativity/Visual Appeal</b>	<ul style="list-style-type: none"> <li>• Blog shows creativity and originality</li> <li>• Blog is visually appealing and makes good use of photographs, maps and other visuals</li> </ul> <p style="text-align: center;"><b>(10)</b></p>	