

Journalism Studies 20

Sample News and Feature Article Rubric

5	<ul style="list-style-type: none">• It is an excellent story.• The lead establishes an angle that is maintained throughout the story.• The organization is effective.• The quotations are well chosen and suit the angle.• The story contains an appropriate language style as well as flawless mechanics.• The sources are clear and may be checked easily.
4	<ul style="list-style-type: none">• The story demonstrates the writer's competent handling of the topic in terms of content and organization.• The story may need a more imaginative lead or angle, or other hook for the audience.• The story maintains a consistent language style or adequate mechanics.
3	<ul style="list-style-type: none">• The story demonstrates the writer's general awareness of the nature of the assignment.• The story establishes a conventional, generalized angle, uses the inverted pyramid or other appropriate form, or uses quotations in a formulaic and correct manner.• The story demonstrates some weaknesses in language style or in mechanics, which distract slightly from professionalism.
2	<ul style="list-style-type: none">• The organization of the story does not present essential elements in a logical order, thus confusing the reader/viewer.• The story demonstrates the writer's failure to establish an angle, or to utilize the inverted pyramid or other appropriate form.• The quotations are unattributed.
1	<ul style="list-style-type: none">• The story lacks clear focus.• The elements of the story have a confused relationship or some essential elements are missing.• It is not possible to check the accuracy of the story or to determine additional information.• The weaknesses in language mechanics or other aspects (excluding direct quotes) confuse the reader and lessen credibility.