**TV Ads, Ratings and Regulation Checklist Rubric**

**Expectations**

This assignment includes eight questions that require research to answer. Resources are provided, but you are neither required to use, nor limited to using them.

**You must use your own words in your answers.**

**Answers that are simply copied and pasted directly from the Internet will not earn a mark.**

Use complete sentences for your answers.

The assignment is marked out of 30. Here is how the marking for this assignment breaks down:

Each question will be marked out of **three** (8 questions x 3 marks each = a possible 24 marks). An answer that provides the minimum information to address a question will earn two marks. Answers that show more thought and effort by referencing (and citing) specific resources and using examples to support an answer will earn three marks.

Your communication style will be marked out of **six**. Simple, straightforward writing will earn at least four marks. Careful editing and word selection for all eight responses will earn the full six marks.