

INRO TO JOURNALISM / WALL-SIMMONS

RESTAURANT REVIEW RUBRIC

Reporter _____

Topic _____

Objectives	Exemplary Performance 100-90 points	At or Above Average 89-80 points	At or Below Average 79-70 points	Low Performance 69 points or less	Points Earned
Effective and Appropriate Lead	Lead is original and gets the readers' attention; appropriate to the restaurant being reviewed; evaluation of the writer is clear from first paragraph; does not start with a quote or question or date; lead is crisp and clear in its language and written in third person and active voice; word choice excellent	Lead is appropriate to restaurant and fairly effective at getting attention; shows some signs of originality; evaluation may not be as clear; the language in the lead is somewhat dry	Lead is adequate but not extremely catchy or original; evaluation of the writer is unclear; may start with the quote, question or when; language in the lead is passive, dry	Lead is neither original and catchy; is boring overused or trite, or is inappropriate to restaurant; evaluation is unclear; language is below average	
Intro to Restaurant and Atmosphere	Writer gives a brief introduction to restaurant, with colorful sight and sound description of atmosphere and type; perhaps mentions the restaurant's reputation and gives details of the reviewer's visit(s)	Intro is either a little too long or not long enough; not quite as compelling or description may not be as colorful or include enough specific sight and sound details; fewer details about the restaurant and the visit to support reviewer's opinion	Intro is either much too short or much too long; may be vague	Little or no significant intro; no details about the atmosphere or the visit	
Evaluation of Various Aspects of Restaurant Support Opinion	Contains sufficient and knowledgeable evaluation of many aspects of restaurants to support reviewer's opinion, including detailed description of several dishes, taste, texture, presentation, service, cost	Contains some evaluation of many aspects of restaurants to support reviewer's opinion, including detailed description of several dishes, taste, texture, presentation, service, cost	Contains insufficient evaluation of many aspects of restaurants to support reviewer's opinion, including detailed description of several dishes, taste, texture, presentation, service, cost	Contains no significant evaluation of many aspects of restaurants to support reviewer's opinion	
Effective Organization and Flow (deals with structure)	Story is strongly organized with clear transitions and logical connections that create a sense of being tightly woven together; review offers a clear evaluation of restaurant; strong ending paragraph that repeats key element from lead, ties review together	Story is organized and most transitions and connections are clear, but either organization is somewhat lacking or the sense of flow is somewhat abrupt; review gives clear evaluation; ending paragraph repeats key element from lead but bit too obvious or abrupt	Story lacks strong organization; jumps around too much or lacks effective transitions; not in logical order; may not offer a clear evaluation; ends bit abruptly with a weak attempt at making a tie back to lead	Story is choppy or incohesive; organization is unclear; few effective transitions; may be unclear on evaluation; no clear ending	
Clear Focus and Unity (deals with content)	Writer uses details to support criticisms both good and bad; focus of review is clear; nothing detracts from primary focus; everything contributes to overall theme	Writer uses some details to support criticisms both good and bad; focus is fairly clear but one or two things on the story detract from the primary focus	Writer makes criticisms – good and bad – with no details to support them; story lacks strong sense of unity and focus; several things seem to detract from focus	No clear criticisms or vague unsubstantiated commentary; no clear focus; review is rambling and awkward	
Interesting and Effective Writing Style	Writing is strong and effective with a clear voice and variety of sentence structures/lengths; writing combines elements of feature and opinion writing; tightly written; strong and effective word choice	Writing is adequate but not extremely original or compelling; may be wordy or voice unclear; diction may not be as vivid; sentence structures and lengths may not be as varied	Writing is rather bland; has no clear voice and or sense of originality; is wordy or redundant; or diction &/or sentence structure / length may be repetitive or immature	Writing lacks a clear voice and original style	

Correct use of Journalism Style	NO errors in journalism style (quotes, dates, scores, numbers, money, percents, time, commas, etc.); Short paragraphs	Has few (one or two in most stories) errors in journalism style; or may have non-journalistic paragraph structure	Has several errors in journalism style or non-journalistic paragraph structure	Has many errors in journalism style and/or non-journalistic paragraph structure	
Grammar and Spelling	Story is well edited and spell checked; NO errors, including the proper spelling of all names; punctuation is accurate; a thorough understanding and consistent application of capitalization skills is present; grammar and usage are correct and contribute to clarity and style; paragraphing is sound and paragraphs are brief	Story is spell checked and all names are correct; however, moderate editing would be required to polish the text for publication; punctuation is usually accurate; a thorough understanding and consistent application of capitalization skills is present; grammar and usage are generally correct and contribute to clarity and style; paragraphing is sound and paragraphs are usually brief	Story is spell checked and all names are correct; however, piece has several grammatical errors; editing would be required to enhance readability before publication; punctuation is usually correct, but internal punctuation is sometimes missing /wrong; most words are capitalized correctly; control over some capitalization skills may be spotty; paragraphing may run together	Names are misspelled or spell check was not run; or has many grammatical errors; errors in spelling, punctuation, capitalization, usage and grammar and/or paragraphing distract the reader and make the text difficult to read or errors in grammar or usage are very noticeable, frequent, and affect meaning or paragraphing is missing	
Effort, Improvement, Presentation	Evidence of <i>substantial</i> time; student is working at <i>highest</i> potential; details are <i>thorough</i> and <i>factual</i> ; there are no errors in content; student sought help in or out of class from teacher and students; student chose a <i>challenging</i> topic; revisions <i>obvious</i>	Evidence of extra time; student is working near highest potential; some improvement; student sought help in or out of class; revisions made	Some amount of time is evident though more attention should probably have been given	Time was not used productively; little or no time or care; no attention paid to basics; gross errors; sloppy; little or no revision evident; this piece is not up to par with high school writing	

FATAL FLAWS: (if any one of these flaws occurs the story will earn an automatic 50 points and no higher)

- _____ Writer fails to give overall impression of the restaurant in the beginning.
- _____ Writer makes no attempt at intro to restaurant or description of atmosphere.
- _____ Writer fails to support criticisms (good or bad) with details.
- _____ Writer makes no attempt at conclusion that ties back to element in lead.

Comments:

Total