

29-360 Public Relations Principles

Short Paper - Marking Guide

Description of assignment

Student name _____

You are required to write a short paper of 4 to 5 pages. The paper should describe a principle of public relations found in the chapters. You need to use at least two outside sources. Include two discussion questions at the end of your paper. Format your paper using subheads.

Grading criteria	Points	Comments
Thesis statement in the introduction clearly describes a public relations principle.	_____/5	
Introduction provides a preview that describes how the paper is developed.	_____/5	
Paper provides relevant evidence, examples and observations to support the principle using well-structured logical points.	_____/5	
Topic is well-researched. Paper uses a broad range of sources to build and support points. Use at least two sources besides text.	_____/5	
All information is related to the topic.	_____/5	
Conclusion summarizes the points and provides finality to the paper.	_____/5	
Proper citations and references. Use page numbers in parenthetical citations.	_____/5	
The paper is well organized, following the preview established in the introduction. Subheads are used.	_____/5	
Writing is concise and to the point.	_____/5	
Uses effective style and grammar, with no spelling errors.	_____/5	
TOTAL	_____/50	

Comments: