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| **SCORING GUIDE FOR**  **COMMERCIAL** | **Excellent** | **Adequate** | **Insufficient** |
|  | **5-4** | **4-3** | **2-1** |
| **MUSIC** | The music used strongly creates the appropriate feel and message the commercial is intended to show | The music used creates the appropriate feel and message the commercial is intended to show | There is no music used or it is not appropriate for the commercial and the message that it is intended to show. |
| **IMAGES** | Strong images are used to help enhance the media message and do a good job demonstrating the propaganda type that was assigned. | Images are used in the commercial and they help to show the media message assigned. | The images used do not assist in showing the media message assigned. |
| **ADVERTISEMENT** | Video is completed creatively and uses images and techniques that grab the audience’s attention. | Video is completed and shows some creativity. Some parts are distracting and take away from the overall effectiveness | Video is incomplete |
| **MEDIA MESSAGE**  **PROPAGANDA** | The message and scenario chosen is easily seen and presented in an effective way that demonstrates understanding of the propaganda styles and media messages. | The message and scenario chosen is seen and presented and demonstrates a basic understanding of the propaganda styles and media messages. | The message and scenario chosen is either not present at all or is hard to detect as the commercial is viewed. |