cultural/social forces and the impact of media/advertising lacks detail about impact on thoughts and behavior Does not provide a description of cultural/social forces and the impact of media/advertising on how we think and behave 30 Engagement of Response Describes an example of a behavior that is impacted by socialization and cultural influences Example behavior is not impacted by socialization and cultural influences or lacks detail Does not provide an example behavior 30 Focus of Response Provides focused and direct reflection when describing all areas posed in the question Provides reflection, but the focus is unclear or unrelated to the questions posed Does not provide reflection or describe the areas posed in the question 30 Communicates Clearly Clearly communicates key ideas and thoughts in a short-answer response Response needs clarification in order to support understanding of key ideas and thoughts Response is not legible and key ideas or thoughts are not understandable.