questions do not reflect those a social scientist might ask Does not question how groups and group behavior are represented in the ads 19 Cultures and Cultural Identity Meets “Proficient” criteria and demonstrates mature awareness of cultures and cultural identity Questions how cultures and cultural identity are represented in the ads, using questions social scientists might ask Questions how cultures and cultural identity are represented in the ads, but questions do not reflect those a social scientist might ask Does not question how cultures and cultural identity are represented in the ads 19 Compare and Contrast Meets “Proficient” criteria, and connections demonstrate a strong grasp of social scientific approaches Notates how the advertisements compare and contrast to each other Notates how the advertisements compare and contrast to each other but is overly generalized Does not notate how the advertisements compare and contrast to each other 19 Critical Elements Exemplary (100%) Proficient (85%) Needs Improvement (55%) Not Evident (0%)