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%) Value Pose Questions Meets “Proficient” criteria and demonstrates a strong grasp of social scientific approaches Poses questions a social scientist might be interested in based on observations of ads Poses questions a social scientist might be interested in, but questions are not based on observations of ads Does not pose questions a social scientist might be interested in 19 Articulation of Response Submission is free of errors related to citations, grammar, spelling, syntax, and organization