

## **Rubric for Grading:**

The essay will be evaluated based on the following criteria, each weighted equally:

### **1. Thesis Statement and Introduction (20%)**

- Clearly defines a thesis statement that addresses the essay question.
- Provides a brief overview of the main points that will be discussed in the essay.

### **2. Understanding and Analysis (20%)**

- Demonstrates a deep understanding of the role of social media in political mobilization.
- Analyzes both positive and negative impacts effectively, using evidence to support arguments.

### **3. Use of Examples (20%)**

- Incorporates relevant examples of how social media has been used in political mobilization.
- Examples are specific, well-explained, and directly support the thesis statement.

### **4. Critical Thinking and Originality (20%)**

- Shows ability to think critically about the topic, presenting original insights or arguments.
- Engages with complex ideas and debates within the context of social media and politics.

### **5. Organization and Cohesion (10%)**

- Essay is well-organized, with a logical flow from introduction through to conclusion.
- Paragraphs are cohesive, with clear topic sentences and transitions between ideas.

### **6. Writing Quality and Conformity to Standards (10%)**

- Written in clear, concise academic English.
- Adheres to the formatting and citation standards required (e.g., APA, MLA, Chicago, etc.).
- Free of grammatical, spelling, and punctuation errors.