

Docente: Bruce D. Marron
Ciclo: 25-2
Materia: Terminología Especializada en Mercadotécnica y Diseño
Curso: IT0942
Licenciatura: Interpretación y Traducción
Horario: Miércoles 18:00 – 21:00
Grupo: 9A

HW_02.1 Ellis et al. Ch 3 Critique and Summary Rubric (convert to 10 point scale)

| Criteria | 5 Points | 4 Points | 3 Points | 2 Points | 1 Point |
|---|---|--|--|---|--|
| Content Comprehension | Demonstrates comprehensive understanding of all three chapter sections with precise, nuanced insights; reflected in critique | Covers most key points with solid understanding; mostly reflected in critique | Addresses main ideas with moderate depth; somewhat reflected in critique | Minimal coverage of chapter content; poorly reflected in critique | Superficial or incorrect interpretation of text; not reflected in critique |
| Writing Quality and Organization | Impeccable academic writing with sophisticated language and zero grammatical errors; excellent and coherent logical structure | Strong academic writing with minimal language issues; decent logical structure | Acceptable academic writing with some technical errors; some logical structure | Numerous writing and grammatical problems; poor logical structure | Fundamentally unacceptable writing quality; no logical structure |
| Presentation and Formatting | Perfect adherence to academic formatting (margins, spacing, citations) | Minor, negligible formatting deviations | Acceptable formatting with some issues | Significant formatting problems | Lacks basic formatting standards |
| Translation Accuracy | Flawless translation maintaining original meaning with academic precision | High-quality translation with minor linguistic nuances | Acceptable translation with some minor errors | Significant translation errors affecting meaning | Incomprehensible or completely incorrect translation |

Assignment

Read the following sections from Ch.3 'What's the Story? Analysing Marketing Discourse' in Ellis et al., "Marketing: A Critical Textbook":

- * 3.1 Introduction
- * 3.2 Discourse and 'Grand' Narratives
- * 3.3 Marketing Discourse

Write a paper in English that i) summarizes section 3.1, and critiques the other two sections (3.2 and 3.3) of the chapter. Follow the Chesapeake College format for critique and provide your conclusions in both English and Spanish. That is, your paper will be organized as follows:

Summary of Section 3.1 from Ellis et al., "Marketing: A Critical Textbook"

Critique of Sections 3.2 and 3.3 from Ellis et al., "Marketing: A Critical Textbook"

Summary

Analysis and Critique

Conclusions (English)

Conclusiones (Español)

The standard format applies.