

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_01.2 Konrod's Language Theory 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 four chapter sections with precise, nuanced insights	Covers most key points with solid understanding	Addresses main ideas with moderate depth	Minimal coverage of chapter content	Superficial or incorrect interpretation of text
Writing Quality and Organization	Impeccable academic writing with sophisticated language and zero grammatical errors; logical structure	Strong academic writing with minimal language issues	Acceptable academic writing with some technical errors	Numerous writing and grammatical problems	Fundamentally unacceptable writing quality
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

Write a one-page summary of the excerpts from Konrod's, "Language Research in Marketing" (pp. 4-8). Translate into Spanish.

Part I – Linguistics and Language Research

* 1. Introduction

2. The Components of Language

* 2.1 Phonetics (Sounds)

* 2.2 Morphology and Semantics (The Structure and Meaning of Words)

- * 2.3 Syntax and Grammar (Sentence Structure)
- * 2.4 Discourse (Text)