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_01.1 Language Structure 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
Summary Quality	Exceptionally clear, concise, and analytically sophisticated summary	Well-structured summary with clear main ideas	Adequate summary with some organizational structure	Disorganized summary with limited coherence	Incoherent or irrelevant summary
Writing Quality	Impeccable academic writing with sophisticated language and zero grammatical errors	Strong academic writing with minimal language issues	Acceptable academic writing with some technical errors	Numerous writing and grammatical problems	Fundamentally unacceptable writing quality
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

One-page summary

Excerpt from Konrod's,"Language Research in Marketing" (pp. 4-8):

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)