



Criterion A – Understanding & Interpretation:

- Showing a general understanding of the text not of specifics and details
- Misunderstanding / misinterpreting the text
- Inaccurate information suggesting you haven't read / haven't read carefully
- Showing understanding (summarizing) but not interpreting (analyzing)
- Comparison is too shallow; pointing out similarities and differences but not really taking it any further
- Comparison made is irrelevant to the question
- Not really answering the question / answering the question superficially

Criterion B – Analysis & Evaluation:

- Identifying too few techniques
- Identifying techniques without providing specific examples
- Misidentifying techniques
- Discussing techniques on the surface; not getting into enough depth with the analysis
- Analysis is too general & vague (1 size fits all and can be copy/pasted anywhere)
e.g. this grabs the reader's attention; this creates an image in the reader's mind
- Not linking analysis of techniques to overall meaning created by text
- Describing & relating instead of analyzing
- Not comparing authorial choices in both texts

Criterion C – Focus & Organization:

- Poor introduction:
 - Missing a clear, specific response to the question / thesis statement
 - Thesis statement is weak - it relates to the question but doesn't provide a strong argument
 - Fails to identify the text title / author
 - Does not mention the ideas that will be discussed in the paper
 - Does not show a general understanding of the text & its purpose
 - Does not mention similarities / differences
- Poor paragraphing; paragraphs are not focused around a specific idea
- Poor topic sentences
 - They don't show what the paragraph is about
 - They don't relate to the question
- Quotes (if present) are not properly/smoothly integrated into your sentences
- Paragraphs/arguments need more development (rushed and brief)
- No balance - you write more on 1 text than the other
- You're not answering the question
 - Not using the wording of the question
 - Body paragraphs are not centered around the question

Criterion D – Language:

- Vocabulary needs to be richer / more sophisticated
- Informal (informal expressions/words)
- Not precise; you use words that don't express the exact meaning intended
- Errors:
 - Punctuation errors (esp. fragments / run-ons)
 - Grammatical errors
 - Spelling
 - Capitalization