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| --- | --- |
| Characteristics (WHAT features or steps?) | Criteria (HOW WELL are those accomplished?) |
| Title | Not creative, larger then the rest of the text. |
| Definition of topic | Clear definition, in the beginning to enhance the reader before they read the rest of the essay. |
| Percentages/examples | Many statistics on kids who have been cyber bullied, or called a help-line. |
| Closer | Effective, shows the result/effects of cyber bullying |

Essay: