

## ePortfolio Rubric - Media Studies (AY 21/22)

Criteria	Advanced (4)	Proficient (3)	Developing (2)	Beginning (1)
<p><b>PSLO1: Writing- Organization</b>            Clear topic, Strong paragraph format/transitions, Offers examples/supporting details, Clear conclusion</p>	<p>Writing demonstrates an effective organizational pattern consistent with its purpose. Paragraphs reflect appropriate level of thought and development. Paragraphs are effectively structured and ordered. Writer employs clear and appropriate transition(s).</p>	<p>The text's structure is, for the most part, solid and effective. It may, however, follow tangents and/or include elements that do not adhere to the defined structure.</p>	<p>A generally consistent and loosely followed structure and format may be discernable, but it may not necessarily be appropriate or strategically effective. Or, parts of the text may be well structured enough to evidence an intended pattern of organization but as a whole the text never quite presents a coherent structure.</p>	<p>For the most part, text does not present a structure or ordered paragraphs. It does not link or organize ideas and the text conveys little to no focus or sense of purpose.</p>
<p><b>PSLO1: Writing-Mechanics</b>            (Sentence Structure, Punctuation, Grammar, etc.)            Voice (Style and Word Choice/Proficient and Creative Use of Terms and Vocabulary, Evidence of Collegiate Level Writing/Scholarly Work, Readability), Mechanics (Sentence Structure, Punctuation, Grammar, Spelling, Proofing)</p>	<p>Uses language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error free.</p>	<p>Uses language that generally conveys meaning to readers. The language has few usage errors.</p>	<p>Uses language that generally conveys meaning with clarity, although sometimes the writing may include some errors that impede meaning.</p>	<p>Uses language that frequently impedes meaning due to errors in usage or poor grammatical structure.</p>
<p><b>PSLO1: Writing-Sources/Citations</b>            Sources and/or citations accurately documented in APA format.</p>	<p>All quotations/paraphrasing are properly cited in text, and all references are formatted correctly.</p>	<p>Most quotations/paraphrasing are properly cited in text, and most references are formatted correctly.</p>	<p>Some quotations/paraphrasing are improperly cited in text, and many references are formatted incorrectly.</p>	<p>Quotations/paraphrasing are improperly cited in text and references are formatted incorrectly.</p>

Criteria	Advanced (4)	Proficient (3)	Developing (2)	Beginning (1)
<p><b>PSLO2: Theory- Knowledge and Application</b> Demonstrates knowledge and application of appropriate media studies theories.</p>	<p>Application and explanation of media theory/theories is grounded, specific, and complex. Shows a deep understanding of the complexities of different media theories.</p>	<p>Application and explanation of media theory/theories is clear and accurate. Shows some understanding of the complexities of different media theories.</p>	<p>Application and explanation of media theory/theories is limited, overly broad, or lacking depth. Shows little understanding of the complexities of different media theories.</p>	<p>Application and explanation of media theory/theories is inaccurate, vague, irrelevant or absent. Shows no understanding of the complexities of different media theories.</p>
<p><b>PSLO3: Quantitative Research- Knowledge of quantitative communication research methodologies and associated statistical analysis tools.</b> Demonstrates knowledge and application of research methods.</p>	<p>Uses appropriate research methodology techniques to address question or problem. Clearly interprets data for reader understanding. Presents quantitative information effectively and forms well-developed and supported conclusions.</p>	<p>Uses mostly appropriate research methodology techniques to address question or problem. Interprets most data for reader understanding. Presents most quantitative information effectively and forms some well-supported conclusions.</p>	<p>Uses research methodology techniques to address question or problem, but other methodologies may have been more appropriate. Interprets some data correctly, but also makes some errors in interpretation. Presents some quantitative information effectively, but forms some underdeveloped or unsupported conclusions.</p>	<p>Uses inappropriate research methodology techniques to address question or problem. Does not interpret data correctly. Does not present quantitative information effectively and forms inaccurate or no conclusions.</p>

SLO 1: Students will demonstrate competence in writing skills

SLO 2: Students will demonstrate knowledge of various communication theories as related to their specific track

SLO 3: Students will demonstrate knowledge of quantitative communication research methodologies and associated statistical analysis tools

Artifacts

PSLO1: *Entertainment Analysis Paper* from COMM 4740 – *Entertainment Theory and Research* OR *Media Assignment* from COMM 4140 – *Media Effects*

PSLO2: *Entertainment Analysis Paper* from COMM 4740 – *Entertainment Theory and Research* OR *Media Assignment* from COMM 4140 – *Media Effects*

PSLO3: *Research Summary Report* from COMM 2500: *Research Methods*