

MEDIA ANALYSIS GRADING MATRIX

Directions from the syllabus: “This assignment is designed to help you apply the concepts from the lectures, discussion sections and readings on the sources of news today and how they serve their audiences. It will also hone your perceptual skills allowing you to notice more in the media landscape.

Go to a newsstand and find a news product. This should be a print product but beyond that, it may be whatever you want: a newspaper, magazine or pamphlet on any topic and for any audience. Use all of your senses to collect data about the product. Pay particular attention to what you see and what you read, but don’t neglect details such as the feel or tooth of the paper. Use evidence from this exploration to explain what audience you think this news product serves. Your analysis must apply a range of concepts from the class.

Only once you have completed your hands-on examination, research the parent company, or owner, of the news product you studied. Does knowing the parent company change your perception of the potential effectiveness of the news product to serve its audience? To answer this question fully you may need to dig into other things the parent company owns.

Carefully write up your evaluation in no more than two typed pages. Your assignment should be in 12-point Times New Roman font with 1-inch margins, double-spaced. Terms from the class and the readings should be used in your analysis and put in **bold** font in order to reinforce your use of the material. Do not just drop in terms. Be sure to explain how that concept leads to your conclusions. You do not need to turn in the print product with your assignment but you should specifically reference its title and date in your evaluation. Bring a hard copy to hand in at the beginning of your discussion-section meeting on Wednesday, Oct. 28. Assignments will be graded based on completeness, content, use of class material and grammar.”

	Superior	Good	Fair	Needs work	Total
Content and ideas from the readings and lecture (up to 10 points)	Explanation and analysis incorporates key concepts from class readings & ideas from class discussions and demonstrates a clear understanding of what the concepts	Uses concepts from class but does not demonstrate clear understanding of what concepts mean.	Uses few concepts from class and does not demonstrate an understanding of the concepts.	Rarely uses concepts from class.	
	10-9 points	8.5-7.5 points	7-6.5 points	6 and fewer points	
Use of evidence for argument (up to 10 points)	Uses detailed, systematic evidence from the news product to explain and illustrate argument.	Uses some details and evidence from the news product to explain and illustrate argument.	Uses little evidence as part of the argument or uses evidence inappropriately or	Does not use evidence.	
	10-9 points	8.5-7.5 points	7-6.5 points	6 and fewer points	
Style and structure (up to 5 points)	Ideas conveyed logically and points argued clearly. Well written with few spelling or grammar errors.	Argues points but lacks some clarity or is repetitive. Some grammar/spelling errors.	Difficulty in arguing points clearly and logic not apparent. Many grammar/spelling errors.	Paper is unreadable.	
	5 points	4.5 points	4-3 points	2 and fewer points	
Completeness (5 points)	Fully completed the assignment and class terms in bold; followed instructions. Turned in on time.	Completed most of the assignment. Turned in on time.	Part of assignment incomplete; did not follow some instructions. Turned in on time.	Incomplete or turned in late.	
	5 points	4.5 points	4-3 points	2 and fewer points	
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