Comm 103 Media Analysis Paper   Name: _____

Part 1: Do this section only	**Introduction**			
	Newspaper/magazine names, dates	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Purpose statement of paper	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Body			
	Timeliness			
	Understanding & proper application of concept	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Insight and depth of analysis	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Number and quality of examples	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Direct linkage of examples to criterion	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Newspaper-magazine comparison	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Proximity			
	Understanding & proper application of concept	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Insight and depth of analysis	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Number and quality of examples	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Direct linkage of examples to criterion	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Newspaper-magazine comparison	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Prominence			
	Understanding & proper application of concept	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Insight and depth of analysis	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Number and quality of examples	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Direct linkage of examples to criterion	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Newspaper-magazine comparison	Great ☐ Good ☐	Adequate ☐	Poor ☐
Part 2: Do this section only. No introduction needed.	*Consequence*			
	Understanding & proper application of concept	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Insight and depth of analysis	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Number and quality of examples	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Direct linkage of examples to criterion	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Newspaper-magazine comparison	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Human Interest			
	Understanding & proper application of concept	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Insight and depth of analysis	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Number and quality of examples	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Direct linkage of examples to criterion	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Newspaper-magazine comparison	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Economics			
	Understanding & proper application of concept	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Insight and depth of analysis	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Number and quality of examples	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Direct linkage of examples to criterion	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Conclusion			
	Selection of appropriate concept/s to focus on	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Understanding and proper application of concept/s selected	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Insight and depth of analysis	Great ☐ Good ☐	Adequate ☐	Poor ☐
Evaluated on both parts	**Writing Quality (errors are noted in the paper)**			
	Sentence construction	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Grammar, spelling, proofreading	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Transitions	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Organization & paragraph construction	Great ☐ Good ☐	Adequate ☐	Poor ☐
	Overall clarity of expression	Great ☐ Good ☐	Adequate ☐	Poor ☐
	APA style (italicizing, quotations, citations [as specified in class]	Great ☐ Good ☐	Adequate ☐	Poor ☐