

### Mass Communication Theory Paper Rubric

	100-90 Excellent	89-80 Good	Less than 80 Unsatisfactory	Result
Part 1: Theory defined (30%)	Paper (1) compares and contrasts definitions of theory before arriving at one summary definition, (2) justifies three to five key elements that make for good theory, and (3) expertly explains why theory matters to mass communication.	Paper (1) draws from several sources to define theory, (2) summarizes three to five elements that make for good theory, and (3) explains why theory matters to mass communication.	Paper fails to adequately (1) define theory, (2) define good theory, or (3) explain why theory matters to mass communication.	
Part 2: Theory develop. (30%)	Paper (1) adroitly traces the development of mass comm theory and (2) contextualizes it among three developments: world events, media, and related disciplines.	Paper (1) traces the development of mass comm theory and (2) places it in context with two developments (world events, media, or related disciplines).	Paper fails to trace the development of mass comm theory or to place it in context with more than one development (world events, media, or related disciplines).	
Part 3: Argument (20%)	Advances a persuasive argument regarding mass comm theory.	Advances an argument regarding mass comm theory.	Fails to advance an argument regarding mass comm theory.	
Sourcing (10%)	At least seven quality, primary sources are cited and the paper is appropriately sourced per academic style.	At least seven sources are cited and most material in the paper is properly sourced.	Fewer than seven sources are used, or too many sections of the paper lack proper sourcing.	
Writing (10%)	Writing is lucid and engaging: clear topic sentences, contextual transitions, precise syntax and word use, and superior use of grammar, punctuation, and spelling.	Writing is understandable: any errors in structure, word use, syntax or writing mechanics may slow readability but does not hamper comprehension.	Writing is too often difficult to decipher because of faulty reasoning, garbled syntax, or mechanical errors.	