

The World of Communication and Media

Due: 11:59 p.m. EST, Sunday of Unit 1.

Total Points: 50

Overview: In this assignment you will explore the fields of communication and media by explaining the field's purpose and importance. Additionally, you will review three current associations within the communication and media studies field and summarize their mission, role within the larger field, and benefits to you as a student in the Communication and Media Studies program.

Instructions:

- Write your own definition of communication and media studies. You may use the resources in unit 1 as a reference but be sure to compose your own one-sentence definition of both communication and media studies.
- Describe the kinds of information you hope to learn and the kinds of skills you hope to gain by studying communication and media studies.
- Identify at least three reasons why studying communication and media studies is important or will be beneficial to you as a student, future graduate, and employee.
- Browse the professional associations listed in the supplemental resources in unit 1. Choose the top three associations that relate most to your specific interest in communication and media studies. Identify the three and answer the following questions:
 - Summarize the mission or goal of each association.
 - Describe why and how this particular association relates to your specific interest in communication and media studies.
 - Identify at least two ways these associations can be beneficial to you during your time as a student and beyond.

Requirements:

- Read the assignment instructions and rubric carefully before beginning.
- Use full sentences and appropriate academic language in all work.
- Follow standard APA guidelines (proper margins, double-spaced, 12-point Times New Roman, and cover page your full name, course, and date).
- Use APA citation format and include a reference/work cited page when necessary.
- Your essay should be approximately 2-3 pages in length.

Be sure to read the criteria, by which your paper will be evaluated, before you write, and again after you write.

Evaluation Rubric for *World of Communication and Media Studies* Assignment

CRITERIA	Needs Work	Satisfactory	Proficient
	0-10 points	11-13 points	14-15 points
Communication and Media Studies Definition/purpose	Does not provide a unique definition of either field or is confusing or unclear. Does not efficiently identify the purpose of the field or what they hope to learn/skills they hope to gain.	Student defines communication and media studies and the purpose of the fields. Student identifies what they will learn and the skills they will gain but analysis may be lacking clarity or missing minor details.	Student clearly defines communication and media studies using original language and summarizes the purpose of the fields by identifying what information they will learn and what skills they will gain.
Importance of Fields	Does not sufficiently identify reasons why studying communication and media studies is important or is missing.	Student identifies three reasons why studying communication and media studies is important but may lack clarity or be missing minor details.	Student clearly identifies and explains three reasons why studying communication and media studies is important in various phases of their life.
Professional Association Analysis	Does not select the required number of associations and/or does not adequately respond to all parts of the questions addressed in the guidelines. (summary of goal/mission, relation to specific interests, and benefits to student) Significant details are missing.	Student selects three appropriate association and mostly responds to all parts of the questions addressed in the guidelines. (summary of goal/mission, relation to specific interests, and benefits to student) May be missing minor details.	Student selects three appropriate associations and clearly responds to all parts of the questions addressed in the guidelines. (summary of goal/mission, relation to specific interests, and benefits to student)
	0-3 points	4 points	5 points
Clear and Professional	Errors impede professional presentation;	Few errors that do not impede	Writing and format is clear, professional, APA

**Writing and
Format**

guidelines not
followed.

professional
presentation.

compliant, and error
free.