



COM114 – Spring 2021

**Assignment 1 (10%)
Video Analysis Assignment**

Individual Submission

Student Name:	Section:
Student ID:	Grade: /100

Question 1: (50 points)

Instructions:

- Watch the video using the following link:
<https://www.youtube.com/watch?v=ofaK3jjcxs>
- Analyze the video in detail by answering the following questions:
 - What are the communication settings in this video?
 - What are the communication contexts in this video?
 - Is the communication successful? Why?
- Write your answer in a paragraph of no less than 200 words.

Video Analysis:

Grading Rubric

	Does the writing...	0-10
Content and Analysis	Introduce a well-reasoned claim regarding the development of a central idea?	
	Demonstrate a thoughtful analysis of video content, including how specific ideas relate to each other and the whole?	
Command and Evidence	Present ideas clearly and consistently, making effective use of specific and relevant evidence to support analysis?	
Coherence, Organization, and Style	Exhibit logical organization of ideas and information to create a cohesive and coherent response? Establish and maintain a formal style, using precise language and sound structure?	
Control of Conventions	Demonstrate control of the conventions with infrequent errors?	
Total = / 50		

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Question 2: (30 points)

List the different characteristics of communication. Explain TWO of them in detail.

Question 3: (20 points)

Explain one example (from your life) of a situation when communication was not successful and explain why the communication failed in that situation. (Refer to what you learnt in Chapter 1).