**Article Analysis Rubric (1)**

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| **Criteria** | **Ratings** | **Pts** |
| This criterion is linked to a Learning OutcomeINTRODUCTION'S ATTENTION-GETTING MATERIAL: Introduction contains vivid language and an engaging, descriptive opening that makes the reader want to know more about the topic. | |  |  |  | | --- | --- | --- | | **5.0 to >3.0 pts**  **Very well done. The introduction is short and to the point and is also engaging.** | **3.0 to >1.0 pts**  **The opening to the paper is fair but not particularly engaging. How could you start the paper in a way that makes the reader curious or interested?** | **1.0 to >0 pts**  **The introduction feels a bit more like a body paragraph instead of giving me a vivid introduction. It should somehow set the stage for your thesis statement.** | | 5.0 pts |
| This criterion is linked to a Learning OutcomeINTRODUCTION'S THESIS STATEMENT & PREVIEW OF MAIN POINTS: After the attention-gathering material, the introduction should conclude with a specific thesis statement and preview of the main points. Move from the general nature of the introduction to the very specific nature of your paper. NOTE: the thesis statement does not necessarily need to be an argument. | |  |  | | --- | --- | | **6.0 to >4.0 pts**  **Excellent thesis statement that clearly previews your main points.** | **4.0 to >0 pts**  **I don't see a thesis statement that tells me the tone of this piece or previews what I'll read.** | | 6.0 pts |
| This criterion is linked to a Learning OutcomeORGANIZATION: Successful organization of paragraphs, including transitions between paragraphs and informative topic sentences that tell me what material will be in the paragraphs. | |  |  |  | | --- | --- | --- | | **15.0 to >10.0 pts**  **Excellent organization. You've included very consistent transitioning sentences between main points, so the flow of your paper is clear and effective.** | **10.0 to >5.0 pts**  **Mostly good organization, due to the preview of main points. I need to see more consistent transitioning between the main points.** | **5.0 to >0 pts**  **Rough organization. Does each paragraph have a topic sentence that previews that paragraph? Do you include a sentence that summarizes one paragraph before starting a new paragraph?** | | 15.0 pts |
| This criterion is linked to a Learning OutcomeEXPLANATION/SUMMARY OF ARTICLE: Do you provide the audience with at least two pages of elaboration as to the content and findings of your chosen article? Do you provide the audience with summaries or paraphrasing of the article instead of just using quotations? Is the reader left with a complete understanding of the article's overall contents? | |  |  |  | | --- | --- | --- | | **18.0 to >12.0 pts**  **Excellent elaboration on your chosen article's content and findings. You provide the reader with an effective, mindful summary of the article, so that s/he has a coherent understanding of the article.** | **12.0 to >6.0 pts**  **Fair elaboration on the chosen article's content and findings. There may be too much focus on quotations and not enough paraphrasing to demonstrate your own understanding of the article.** | **6.0 to >0 pts**  **Weak elaboration on the chosen article's content and findings. This portion of the paper is lacking or is more skewed than informative. The reader might have a difficult time understanding what the article is about.** | | 18.0 pts |
| This criterion is linked to a Learning OutcomeELABORATION ON ARTICLE'S POTENTIAL USEFULNESS: Do you indicate and elaborate on the possible benefits and areas of usefulness of the article? | |  |  |  | | --- | --- | --- | | **10.0 to >7.0 pts**  **Excellent. Good indication and elaboration of the positives or areas of usefulness of the article. You give very specific instances and implications of these positive areas.** | **7.0 to >5.0 pts**  **Fair job indicating and elaborating on the positives of the article. The analysis is lacking in specific instances OR implications of these positive areas.** | **5.0 to >0 pts**  **Incomplete job indicating or elaborating on the positives of the articles. The analysis is also lacking in specific instances and implications.** | | 10.0 pts |
| This criterion is linked to a Learning OutcomeELABORATION ON ARTICLE'S ASSUMPTIONS, LIMITATIONS, AND/OR MISCONCEPTIONS | |  |  |  | | --- | --- | --- | | **10.0 to >7.0 pts**  **Excellent. Good indication and elaboration of the shortcomings of the article. You give very specific instances and implications of these negative areas.** | **7.0 to >5.0 pts**  **Fair job indicating and elaborating on the shortcomings of the article. The analysis is lacking in specific instances OR implications of these negative areas.** | **5.0 to >0 pts**  **Incomplete job indicating or elaborating on the shortcomings of the article. The analysis is also lacking in specific instances and implications.** | | 10.0 pts |
| This criterion is linked to a Learning OutcomeCONCLUSION'S THESIS STATEMENT & REVIEW OF POINTS: Does your paper end as it began, with a restatement of the point of your paper and the main items you covered to prove your point? | |  |  | | --- | --- | | **5.0 to >3.0 pts**  **Excellent job. Very clear restatement of the thesis and review of all main points.** | **3.0 to >0 pts**  **Rough and incomplete (or unclear) restatement of the thesis and review of main points.** | | 5.0 pts |
| This criterion is linked to a Learning OutcomeCONCLUSION'S CLOSURE: Do you end concisely and in a way that provides obvious closure to the paper? | |  |  | | --- | --- | | **5.0 to >3.0 pts**  **Very well done. Effective and thoughtful closure to the paper.** | **3.0 to >0 pts**  **Closure isn't on point or is too short.** | | 5.0 pts |
| This criterion is linked to a Learning OutcomeARTICLE ANALYSIS SPECIFIC GUIDELINES: Do you correctly cite your source(s)? Did you choose an article within the discipline of communication studies? Did you meet the word count of 1000 words? | |  |  |  | | --- | --- | --- | | **5.0 to >3.0 pts**  **Excellent job citing your communication studies source. Good attention to the word count.** | **3.0 to >1.0 pts**  **Fair job citing your article. Good attention to the word count.** | **1.0 to >0 pts**  **There are issues with your source and/or your source citation and/or the word count.** | | 5.0 pts |
| This criterion is linked to a Learning OutcomeFORMATTING: Follows formatting guidelines for this paper, which includes: using proper grammar, sentence structure, punctuation, MLA citations and bibliography. | |  |  |  | | --- | --- | --- | | **15.0 to >12.0 pts**  **Very good use of proper grammar, spelling, and punctuation. Well done with in-text citations and the bibliography.** | **12.0 to >5.0 pts**  **Very good job with the in-text citations and/or bibliography. Some small errors with spelling, grammar, and/or punctuation.** | **5.0 to >0 pts**  **Some errors with in-text citations and/or bibliography. There are also some consistent issues with grammar, sentence structure, and/or punctuation.** | | 15.0 pts |
| This criterion is linked to a Learning OutcomePROPOSAL: Do you identify a new audience (outside the scholarly community) who would benefit from this research? Do you present the reader with a plan for communicating the findings of the article to this new audience? | |  |  | | --- | --- | | **6.0 to >3.0 pts**  **Excellent elaboration on the new audience, and great details for a proposal plan that is specifically catered toward that new audience.** | **3.0 to >0 pts**  **The proposal is lacking some details; either the plan itself is unclear, or the new target audience is missing.** | | 6.0 pts |
| Total Points: 100.0 | | |