



COM 320 Final Project I Milestone Two Guidelines and Rubric

Overview: For this milestone, which is due in **Module Four**, you will analyze a news media example for media bias in its coverage.

Prompt: In Module Three, you began working on this milestone by identifying a developing or prominent story to use for your news media coverage analysis. You also identified a country that is not your own to compare for media bias in news coverage, and you started to explore how your chosen story is being represented. For this milestone, you are reporting on what you found by drafting your analysis.

Use the [Final Project I Milestone Two Worksheet](#) to present a rough draft of the analysis and recommendations. **Important: The worksheet will become your milestone draft. Your completed milestone submission should be 2–3 pages.**

Specifically, the following **critical elements** must be addressed:

- II. **News Media Analysis:** Choose a news story example. Analyze the news story example you chose for media bias in news coverage.
 - A. Describe how the media produced by this news outlet **compares** with other news outlets within same country.
 - B. Compare the news coverage of the **media system** to which this newswire service belongs to the news coverage of a media system in a different country.
 - C. Compare the way this news item is covered by the news outlet to how the news story is covered by another news outlet within the same media system. Are there **differences** in how this particular news story is covered?
 - D. Assess the **news coverage** in the country where the news story was created, providing evidence to support your claims. In other words, is the news coverage in this country accurate, varied, and balanced, covering both the positive and negative sides of the people, the culture, and the country as a whole?

Note: You will address critical element II.E (Recommend) in Final Project I: Media Analysis and Recommendations, which is due in Module Seven. In that final project submission, you will **remove the questions from the worksheets, expand on each answer you have outlined, and incorporate instructor feedback from this milestone submission.**

Rubric

Guidelines for Submission: Final Project I Milestone Two should be a 2- to 3-page Microsoft Word document, double spaced, with 12-point Times New Roman Font and one-inch margins. Support your responses with at least two sources from the assigned course resources, which may include your textbook and/or other scholarly sources located independently in the Shapiro Library. Cite your supporting sources in [APA style](#).

Note that the grading rubric for this milestone submission is not identical to that of the final project. The Final Project Rubric will include an additional “Exemplary” category that provides guidance as to how you can go above and beyond “Proficient” in your final submission.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
News Media Analysis: Compares	Describes how the media produced by this news outlet service compares with other news outlet services within same country	Describes how the media produced by this news outlet service compares with other news outlet services within same country, but description is cursory or contains inaccuracies	Does not describe how the media produced by this news outlet service compares with other news outlet services within same country	18
News Media Analysis: Media System	Compares the news coverage of the media system to which this news outlet service belongs to the news coverage of a media system in a different country	Compares the news coverage of the media system to which this news outlet service belongs to the news coverage of a media system in a different country, but comparison is cursory or illogical or contains inaccuracies	Does not compare the news coverage of the media system to which this news outlet service belongs to the news coverage of a media system in a different country	18
News Media Analysis: Differences	Compares the way this news item is covered by the news outlet service to how the news item is covered by another news outlet service within the same media system, including the differences in how this particular news item is	Compares the way this news item is covered by the news outlet service to how the news item is covered by another news outlet service within the same media system, but comparison is cursory or illogical or contains inaccuracies	Does not compare the way this news item is covered by the news outlet service to how the news item is covered by another news outlet service within the same media system	18
News Media Analysis: News Coverage	Assesses the news coverage in the country where the news media story was created	Assesses the news coverage in the country where the news media story was created, but response is cursory or illogical or missing key components	Does not assesses the news coverage in the country where the news media story was created	18
Sources/Citations	Responses are supported with sources from textbook and/or other scholarly material; sources are cited using APA style	Includes sources from textbook and/or other scholarly material, but sources do not sufficiently support responses, or sources are not properly cited	Responses are not supported with sources from textbook and/or other scholarly material	18
Articulation of Response	Submission has no major errors related to grammar, spelling, syntax, or organization	Submission has major errors related to grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total				100%