

**COM 320 Module Five Journal Guidelines and Rubric**

**Overview:** In this course, the journal will be used for reflection. **Journal activities in this course are private between you and the instructor.** For this journal task, you will examine how media might change how some genders, races, and other underrepresented cultures are depicted, and you will reflect on the consequences of both silencing and promoting diverse voices. Working on this journal will help you further develop content for the media recommendations section of your final project.

**Prompt:** First, review Chapters 9 and 12 of the textbook and the other required resources, including the brief videos (television commercials) that incorporate perspectives on race, gender, and disability.

Also, refer back to your Module One journal assignment, in which you examined commercial advertisements for the absence and presence of cultural stereotypes and/or generalizations for potential media bias. Be sure to use the feedback you received on your assignment as you complete this journal assignment.

In a three-paragraph journal assignment, address the following:

- **Depiction of Cultures:** In what ways do you believe the media has changed how underrepresented cultures (e.g., gender, race, disability, and/or other identities) are being depicted? Offer specific media examples when presenting your argument.
- **Cultural Values:** How might cultural values depicted in these media messages compare with the cultural values held by the society in which they were created?
- **Challenges:** What challenges might these contrasting values bring? Offer specific examples and draw on resources from previous modules to support your analysis.
- **Recommendations:** What recommendations might you make to account for the contrasting values of underrepresented cultures, as well as the challenges of successfully communicating with all of them?

**Rubric**

**Guidelines for Submission:** Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Your journal assignment should be three paragraphs long.

<b>Critical Elements</b>	<b>Proficient (100%)</b>	<b>Needs Improvement (75%)</b>	<b>Not Evident (0%)</b>	<b>Value</b>
<b>Depiction of Cultures</b>	Discusses how media has changed the ways in which underrepresented cultures (e.g., gender, race, disability, and/or other) are being depicted, and includes specific media examples	Discusses how media has changed the ways in which underrepresented cultures (e.g., gender, race, disability, and/or other) are being depicted, but does not include specific media examples, or discussion is cursory or lacking in detail	Does not discuss how media has changed the ways in which underrepresented cultures (e.g., gender, race, disability, and/or other) are being depicted	22
<b>Cultural Values</b>	Discusses how cultural values depicted in the media messages compare with the cultural values held by the society in which they were created	Discusses how cultural values depicted in the media messages compare with the cultural values held by the society in which they were created, but discussion is cursory or lacking in detail	Does not discuss how cultural values depicted in the media messages compare with the cultural values held by the society in which they were created	22
<b>Challenges</b>	Discusses challenges that contrasting values might bring, using specific examples	Discusses challenges that contrasting values might bring, but discussion is cursory or does not use specific examples	Does not discuss challenges that contrasting values might bring using specific examples	22
<b>Recommendations</b>	Provides recommendations to account for the contrasting values of underrepresented cultures and discusses the challenges of successfully communicating with all of them	Provides recommendations to account for the contrasting values of underrepresented cultures, but does not sufficiently discuss the challenges of successfully communicating with all of them	Does not provide recommendations to account for the contrasting values of underrepresented cultures or discuss the challenges of successfully communicating with all of them	22
<b>Articulation of Response</b>	Journal assignment is free of errors in organization and grammar	Journal assignment contains errors of organization and grammar, but they are limited enough that assignment can be understood	Journal assignment contains errors of organization and grammar that make the journal difficult to understand	12
<b>Total</b>				<b>100%</b>