

COM 320 Final Project I Guidelines and Rubric

Overview

For the final project, you will take the role of a communications consultant preparing for an interview. The final project will consist of two components: a **media analysis and recommendations** (Final Project I), in which you will make recommendations to media makers about how to adjust your messaging to reflect cultural competence, and a **professional reflection** (Final Project II), in which you will consider how your own views about intercultural communication have developed throughout the course. This document contains the prompt, guidelines, and rubric for **Final Project I**.

Today's communication professionals are interacting with a wide range of audiences far beyond geographical boundaries. Advances in technology and globalization, along with the proliferation of mass media, are altering communication behaviors and processes. Therefore, understanding the interdependent relationship between media, technology, communication, and culture, and having the skills to work in multicultural contexts and interact within multicultural environments, are important professional qualifications.

Imagine that you are a communications consultant preparing for an interview. The organization you will be meeting with is seeking your assistance to review its past communications and provide recommendations on how to adjust its messaging to reflect cultural competence. Ahead of your interview, the organization asks you to share some of your past consultations with media organizations and the recommendations you provided.

In the first component of your final project, you will compile a collection of recommendations that you would make to the creators of three media stories to help you discuss the benefits of hiring you as a consultant.

Final Project I is divided into **two milestones**, which will be submitted in **Modules Two** and **Four** to scaffold learning and ensure a quality final submission. The final product will be submitted in **Module Seven**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Apply concepts of ethnorelativism and cultural competency for the interpretation of multimedia communication
- Analyze bias in media systems and ethical challenges faced by media makers for responding ethically to one's own potential biases while creating media
- Evaluate news stories for how they have been positively and negatively impacted by globalization

Prompt

Choose three of the media examples that you have written about during this course, including one news media example. For each example, prepare an analysis and recommendations that you would share with the creators for making future news stories that reflect ethical and culturally competent communications.

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

- I. **Media Recommendations:** Choose two media examples from different categories. (Do not choose a news media example, as you will use one for critical element II.) Prepare a separate analysis for each example that deconstructs and examines the cultural values, stereotypes, and generalizations found in the news story, and conclude each of your analyses with a recommendation for changes that might be made in the creation of future news stories.
- A. Compare the values depicted in the news story to the **cultural values** held by the society in which the message was created, providing relevant examples from the news story to support your claim.
 - B. Compare the stereotypes and generalizations depicted by the news story to those that occur within the **society** in which they were created, providing relevant examples from the news story to support your claims.
 - C. Compare the stereotypes and generalizations depicted by the news story to those that occur within a **contrasting culture**, providing relevant examples from the news story to support your claims.
 - D. Evaluate the impact of news stories in the context of a globalized world.
 - 1. Illustrate potential **positive consequences** of news stories with a global reach, providing examples to support your claims.
 - 2. Illustrate potential **negative consequences** of news stories with a global reach, providing examples to support your claims.
 - E. Make a recommendation about an approach to future media making for each of the creators in the media examples you chose.
 - 1. How might the media makers account for the **contrasting values** of multiple cultures, and the challenges of successfully communicating with all of them?
 - 2. How might the media makers ethically account for **globalization** in future communications?
- II. **News Media Analysis:** Choose a news media example. Analyze the news media example you chose for media bias in news coverage, and provide a recommendation for future news coverage.
- A. Describe how the media produced by this news outlet **compares** with other news outlet within same country.
 - B. Compare the news coverage of the **media system** to which this news outlet belongs to the news coverage of a media system in a different country.
 - C. Compare the way this news story 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** for the country where the news media story was created, providing evidence to support your claims. In other words, is the news coverage for this country accurate, varied, and balanced, covering both the positive and negative sides of the people, the culture, and the country as a whole?
 - E. **Recommend** an approach to the creators of this news media example for ensuring ethical newsgathering and news coverage. Be sure to discuss best practices for media professionals regarding awareness of one's own personal values.

Milestones

Final Project I Milestone One: Examples of Culture in the Media

In **Module Two**, you will choose two media examples from different categories. You will then prepare a separate analysis for each example that deconstructs and examines the cultural values, stereotypes, and generalizations found in the news story. **This milestone will be graded with the Final Project I Milestone One Rubric.**

Final Project I Milestone Two: News Media Analysis

In **Module Four**, you will analyze a news media example for media bias in its news coverage. In Module Three, you will begin working on this milestone by identifying a developing or prominent story to use for your news media coverage analysis. To complete this milestone, you will report on what you found by drafting your analysis. **This milestone will be graded with the Final Project I Milestone Two Rubric.**

Final Project I Submission: Media Analysis and Recommendations

In **Module Seven**, you will submit your final project. It should be a complete, polished artifact containing **all** of the critical elements of the final product. It should reflect the incorporation of feedback gained throughout the course. **This submission will be graded with the Final Project I Rubric.**

Final Project I Rubric

Guidelines for Submission: Your media analysis and recommendations should be a 5- to 7-page Microsoft Word document, double spaced, with 12-point Times New Roman font and one-inch margins. Cite your supporting sources in [APA style](#).

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Media Recommendations: Cultural Values	Meets “Proficient” criteria, and comparison draws cogent connections between the news story and its cultural influences	Compares the values depicted in the news story to the cultural values held by the society in which the message was created, providing examples from the news story to support the claims	Compares the values depicted in the news story to the cultural values held by the society in which the message was created, but examples provided do not support claims, or comparison is cursory or illogical	Does not compare the values depicted in the news story to the cultural values held by the society in which the message was created	7.3
Media Recommendations: Society	Meets “Proficient” criteria, and comparison draws cogent connections between the news story and societal stereotypes and generalizations	Compares the stereotypes and generalizations depicted by the news story to those that occur within the society in which they were created, providing relevant examples to support the claims	Compares the stereotypes and generalizations depicted by the news story to those that occur within the society in which they were created, but examples provided do not support claims, or comparison is cursory or illogical or contains inaccuracies	Does not compare the stereotypes and generalizations depicted by the news story to those that occur within the society in which they were created	7.3

Media Recommendations: Contrasting Culture	Meets “Proficient” criteria, and comparison draws cogent connections between the news story and differences between stereotypes and generalizations	Compares the stereotypes and generalizations depicted by the news story to those that occur within a contrasting culture, providing relevant examples from the news story to support the claims	Compares the stereotypes and generalizations depicted by the news story to those that occur within a contrasting culture, but examples provided do not support claims, or comparison is cursory or illogical or contains inaccuracies	Does not compare the stereotypes and generalizations depicted by the news story to those that occur within a contrasting culture	7.3
Media Recommendations: Positive Consequences	Meets “Proficient” criteria, and examples provided indicate a sophisticated grasp of the impact of globalization on media	Illustrates potential positive consequences of news stories with a global reach, providing examples to support the claims	Illustrates potential positive consequences of news stories with a global reach, but examples provided do not support claims, or response is cursory or illogical or contains inaccuracies	Does not illustrates potential positive consequences of news stories with a global reach	12.2
Media Recommendations: Negative Consequences	Meets “Proficient” criteria, and examples provided indicate a sophisticated grasp of the impact of globalization on media	Illustrates potential negative consequences of news stories with a global reach, providing examples to support the claims	Illustrates potential negative consequences of news stories with a global reach, but examples provided do not support claims, or response is cursory or illogical or contains inaccuracies	Does not illustrates potential negative consequences of news stories with a global reach	12.2
Media Recommendations: Contrasting Values	Meets “Proficient” criteria, and recommendations are especially useful for crafting culturally sensitive news stories	Recommends an approach for the media makers to account for the contrasting values of multiple cultures and the challenges of successfully communicating with all of them	Recommends an approach for the media maker to account for the contrasting values of multiple cultures and the challenges of successfully communicating with all of them, but recommendation is cursory or illogical	Does not recommend an approach for the media maker to account for the contrasting values of multiple cultures and the challenges of successfully communicating with all of them	7.3
Media Recommendations: Globalization	Meets “Proficient” criteria, and recommendations are especially serviceable for crafting news stories for a global audience that are ethically sound	Recommends an approach for the media makers to ethically account for globalization in future communications	Recommends an approach for the media makers to ethically account for globalization in future communications, but recommendation is cursory or illogical	Does not recommend an approach for the media makers to ethically account for globalization in future communications	12.2
News Media Analysis: Compares	Meets “Proficient” criteria, and comparison between media produced by separate services provides keen insight into how bias influences how news media is made	Describes how the media produced by this news outlet compares with other news outlet within same country	Describes how the media produced by this news outlet compares with other news outlet within same country, but description is cursory or contains inaccuracies	Does not describe how the media produced by this news outlet compares with other news outlet within same country	6.1

News Media Analysis: Media System	Meets “Proficient” criteria, and comparison between media produced by separate media systems provides keen insight into how bias influences how news media is made	Compares the news coverage of the media system to which this news outlet 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 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 belongs to the news coverage of a media system in a different country	6.1
News Media Analysis: Differences	Meets “Proficient” criteria, and comparison between news coverage among news outlets provides keen insight into how bias influences the structure of a media system	Compares the way this news story is covered by the news outlet to how the news story is covered by another news outlet within the same media system, including the differences in how this particular news story is covered	Compares the way this news story is covered by the news outlet to how the news story is covered by another news outlet within the same media system, but comparison is cursory or illogical or contains inaccuracies	Does not compare the way this news story is covered by the news outlet to how the news story is covered by another news outlet within the same media system	6.1
News Media Analysis: News Coverage	Meets “Proficient” criteria, and assessment provides a complex grasp of the ways in which bias influences the structure of a media system	Assesses the news coverage in the country where the news news story was created	Assesses the news coverage in the country where the news news 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 news story was created	6.1
News Media Analysis: Recommend	Meets “Proficient” criteria, and recommendations are especially useful for crafting news stories for a global audience that are ethically sound	Recommends an approach to the creators of news media example for ensuring ethical newsgathering and news coverage, including a discussion of best practices for media professionals regarding awareness of one’s own personal values	Recommends an approach to the creators of news media example for ensuring ethical newsgathering and news coverage, but does not include a discussion of best practices for awareness of one’s own personal values	Does not recommend an approach to the creators of news media example for ensuring ethical newsgathering and news coverage	6.1
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	3.7
Total					100%