

CM 203: Introduction to Communication

Textual Analysis Rubric

Textual Analysis. (15%)

The objective of this assignment is to compare how two different “texts” (documentary and feature film) treat a relevant science issue or topic. Your job is to pick one paired set (a feature film and a documentary) from the list below and screen them independently. After reviewing the documentary and the film, you are to write a 3-4 page (1,000 words max) paper offering an analysis of the two “texts.” Your response paper should start by briefly summarizing the documentary and feature film (25%) and then work to address the following key questions in the balance of the paper (75%).

- What are the differences in content between the two texts?
- What are the advantages of using a documentary to tell this story?
- What are the advantages of using a feature film to tell this story?
- How are the texts similar? different?
- What are the texts saying? Offer a cultural analysis of both pieces in your response.
- How is science conveyed in the documentary? Feature film? How central is “science” to the narrative in each piece?
- In your opinion, which text tells a better story? Why?
- Which text would you recommend to a friend? Why?

All papers will be due electronically via Moodle on **Thursday, October 1st by 9:00am**. Please also bring a paper copy to class. We will meet in small groups to review the textual analysis papers.

We will be doing an in-class “preview” of this assignment as well during the first few weeks of the semester with the following texts:

Feature Film: Promised Land
Documentary: Gasland Part II

Documentaries and Corresponding Feature Films

Copies of documentaries and films are on reserve in library. Where applicable (I have included links to the content on Moodle). You may screen in the library or use a subscription service to watch on your own. I am also happy to arrange a group screening in the library during the cancelled class day (Sept 15th).

Environmental Resources:

Feature Film: Interstellar
Documentary: Last Call at the Oasis

Public Health:

Feature Film: Wall-E

Documentary: Fed Up

The Life of a Scientist:

Feature Film: The Theory of Everything

Documentary: Hawking (available online via PBS through Moodle)

** While a more detailed grading rubric will follow for each assignment, it is important to note that all papers should be written in 12-point Times New Roman font. Papers should be double-spaced and have 1" margins all around. Make sure you add page numbers to your paper in the footer and put your name in the header (you'd be surprised how many people forget). A reference list (if applicable) should be on a separate final page(s). Everything should be uploaded as one word document (.doc or .docx) with your Last Name_Assignment as the title (e.g., Becker_TextualAnalysis). We use APA style for citing all references. For more information on APA style, visit:

<http://guides.indlibrary.org/content.php?pid=344229&sid=2972524>

Grading Rubric

Overall (30%)	<ul style="list-style-type: none"> The paper has a clear intro, body, and conclusion The first part of the paper offers a summary of the texts The second part of the paper presents a thoughtful self-reflection, answering key questions Assignment instructions were followed carefully The paper has a clear thesis/main argument 	5 4 3 2 1 0
The Texts (20%)	<ul style="list-style-type: none"> Appropriate space/time is given to completing the first part of the written assignment Clear discussion of examples as part of the documentation 	5 4 3 2 1 0
Self Reflection (30%)	<ul style="list-style-type: none"> The self-reflection is thorough and thoughtful, addressing key questions Ample space/time is given to completing the second part of the assignment Supporting material is appropriately cited and referenced if applicable Key themes from course content are apparent and clear 	5 4 3 2 1 0
Structure & Organization (10%)	<ul style="list-style-type: none"> The paper address both parts of the assignment (25% vs. 75%) The paper has a clear flow and order Clear paragraphs present The thesis carries through the paper The reader is able to follow the writer through the parts of the assignment 	5 4 3 2 1 0
Grammar/ Style (10%)	<ul style="list-style-type: none"> The writing is professional and clear The paper has been well-proofread/is free of major grammatical errors Citations are used where appropriate (and correctly) in text The reference list is properly formatted in APA style and included with the assignment Everything is double-spaced, 12 pt. font, page#, etc. 	5 4 3 2 1 0
Additional Comments/ Thoughts		Grade:

(5 = Excellent, 4 = Very Good, 3 = Good, 2 = Poor, 1 = Satisfactory, 0 = Incomplete/Not Satisfactory)