

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 long form journalism article) treat a relevant social justice issue. Your job is to pick one documentary from the list below and screen it independently. You’ll also need to review the corresponding article posted on Moodle. After reviewing the film and the article, 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 article (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 long form article 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.
- 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 **Tuesday, February 10th by 9:00am.** Please also bring a paper copy to class. We will meet in small groups to review the textual analysis papers.

Documentaries and Corresponding Articles

Links to articles and documentaries on Moodle.

Copies of documentaries on reserve in library as well.

Gender and Representations:

Makers from PBS (Streaming here: <http://www.makers.com/documentary>)

Article from *The Atlantic* – Why Women Still Can’t Have it All

Income Inequality:

Inequality for All (Streaming here: <http://inequalityforall.com/>)

Article from *NYT Magazine* – Who Gets to Graduate?

Education:

Waiting for Superman (Streaming here:

https://www.youtube.com/watch?v=ZbCZB_sy6Ws)

Article from *NYT Magazine* – *The Tale of Two Schools*

Marriage Equality:

The Case Against 8 (http://www.hbo.com/documentaries/the-case-against-8#/HBO_GO/GOROSTGP43023)

Article from *NYT Magazine* – How the President Got to ‘I Do’

** 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)