

Media Economics Paper

Name _____

Section _____

	5 points	4 points	3.5 points	2.5 points
Choice of Artifact	Wish we'd thought of that! Media artifact is particularly captivating, interesting, or useful for your analysis.	A good fit with course material. Effectively makes connections between media artifact and course content.	It's a media artifact, alright.	Relevance to course is unclear; why <i>did</i> you choose this artifact?
Knowledge	Applies course material in a really thoughtful or original manner, gets to fundamental issues in assignment.	Good, solid application of a range of themes from course. Clearly uses at least two lectures and/or readings and uses them well. Shows that you know your stuff.	Engages with themes from the course but does not fully or correctly apply them. Clearly uses course material but incorrectly or in a cursory fashion.	It may be about the media, but paper doesn't show any significant engagement with course material
Content	Addresses all three questions really well.	Addresses all three questions, deals with major issues in assignment.	Addresses the questions, but not fully or not in a manner appropriate to the assignment.	Doesn't answer questions in assignment.
Presentation/Style	Easy and fun to read. Really well written.	Paper is readable, concise, and clear, but could be improved with a few minor changes.	Organization okay but awkward or paper otherwise doesn't quite pull it all together.	Not appropriate for college level writing; missing something important; needs proofreading
Overall Evaluation	Awesome!	Good Job	Okay – average	Needs improvement

Total Points: _____