

## Department of Communication

### MA Assessment: Rubric for Assessment of Final Paper from Theory Courses for Assessing Student Learning Outcome 1 and 2

**SLO1:** Evaluate communication theory and research in the chosen concentration.

**SLO2:** Apply communication theory and research to analyze communication practices relevant to the chosen concentration.

| Category  | 4 Excellent   | 3 Good   | 2 Weak  | 1 Unacceptable  |
|---|---|--|---|---|
| Introduction;<br>Problem,<br>Significance, and<br>Purpose | Clearly stated, well organized, logically presented. The research problem and the statement of significance clearly establish relevance to specific theory/theories.  | Generally well-stated, well organized, and well presented.   | Vaguely stated, not well organized, points of confusion.  | Severely lacking in clarity, organization, and logic. Lacks logical transitions.        |
| Literature Review   | Integrates key and logical details from the peer-reviewed theoretical and research literature. Attention is given to different perspectives, conditionalities, threats to validity, and opinion vs. evidence. | Key constructs and variables were connected to relevant, reliable theoretical and research literature. Minor weaknesses in relation to and support of topic. | A key construct or variable was not connected to the research literature. Selected literature was from unreliable sources. Literary supports were vague or ambiguous. | The review of the literature was irrelevant, inaccurate, or inappropriate.              |
| Theoretical Understanding                                 | Theory is insightfully applied to problem statement.  | Theory is appropriately applied to problem statement.  | Weak theoretical application to the problem statement.  | Lacks theoretical applications to the problem statement.                                |
| Analysis  | Clear and logical connections are drawn between the problem statement, literature review, and theory/theories.  | Reasonable connections are drawn between the problem statement, literature review, and theory/theories.  | Weak connections are drawn between the problem statement, literature review, and theory/theories.   | Lacks connections between the problem statement, literature review, and theory/theories |

|                   |   |   |   |  |
|-------------------|---|---|---|--|
| Style Guidelines  | Consistent application of recommended style guidelines, especially in regards to citations, references, and tables. | Few and minor lapses relevant to citations, references, tables, and other style guidelines. | Several mistakes relevant to citations, references, tables, and other style guidelines. | Severe problems relevant to citations, references, tables, and other style guidelines. |
| Writing Mechanics | No structural, grammatical, spelling or punctuation errors.   | Few and minor structural, grammatical, spelling or punctuation errors.                      | Several structural, grammatical, spelling or punctuation errors.                        | Replete with structural, grammatical, spelling or punctuation errors.                  |