**Media Observer Paper Rubric**

Paper and log/field notes submitted on time **Yes**/No (-50%)

Writing Mechanics

Grammar, punctuation, spelling, clarity, 4/5  
meets 2 page min., written in 1st person

Formatting 4/5

2x space, TNR font, APA citations/reference page

**Essay:**

Responded to all prompts: 21/24

Length of time and media sources

Others’ uses of media

Describes 2-3 mediated messages that stood out

Personal interpretation of the messages

Factors which affected uses/perceptions/engagement with media

Connection to course concept

Writing demonstrates thoughtful self-reflection and critical thinking 6/6

**Log**: 9/10

Recorded 72 hours of media exposure/uses

Contains field notes detailing (some) experiences

**Score: 44/50**

**Additional Feedback**:

Great title! I love the format of the log. Some very minor formatting errors/grammar mistakes- clarity issues, punctuation. I suggest proofreading out loud for clarity. Strong connections made to various course concepts/materials- with in-text APA citations! Many detailed examples throughout to showcase your learning/reflection. I’d like to see just minor elaboration on various prompts-some of the sections that contain only 2-3 sentences. Still, nicely done!

I’d like to see APA citations referring to the book/class materials where course concepts are mentioned or where they are discussed- super important! Again, strong self-reflection throughout.

Do be sure to use TNR font throughout. other’s use, the application of course concepts to your experience, with accompanying APA citations referring to the book- super important!

Strong connections made to various course concepts/materials- with in-text APA citations! Many detailed examples throughout to showcase your learning/reflection. In short, this paper is fantastic and was a joy to read ☺ If possible, I’d like to keep this paper for future reference of what “A” work looks like to help future students, let me know if this is ok with you (I will omit your name and any personal references).

Be sure to use TNR font throughout. I’d like to see more elaboration on various prompts- other’s use, the application of course concepts to your experience, with accompanying APA citations referring to the book- super important! Minor APA errors on reference page- I can help with this ☺

clarity issues, commas/punctuation, I suggest proofreading out loud for clarity. Some choppiness throughout (transitions and sentence structure).

I’d like to see a bit more detail when it comes to the “field notes” portion (see directions)- but overall, good work.

.. I love the self-reflection throughout. But again, well-done.

There are MANY solid claims throughout, and some generalizations (bigger perceptions) that you articulate well about society’s media use writ large.

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Minor formatting (and grammar errors, be sure to see these requirements (syllabus) and do minor proofreading.

I’d like to see a bit more when it comes to the “field notes” portion (see directions).