

## **JSC 330/630 – ARAB AND INTERNATIONAL MEDIA COUNTRY MEDIA SYSTEM ANALYSIS PRESENTATION**

<b>Project:</b>	<b>Country Media System Analysis presentation</b>
<b>Type:</b>	<b>Individual or group of 2</b>
<b>Presentation due:</b>	<b>December 2 &amp; 7, 2021 @2:00pm (upload on BB)</b>
<b>Grade:</b>	<b>5%</b>

For this project, you will present an analysis of the media system of an Arab country of your choice, with particular focus on its past, present, and future. You will introduce the country's background and the characteristics of its media system. In your analysis, you will delve deeper into one media outlet, using it as a case study to examine what we learned in class. You will do an extensive background research on the country to understand its past and how it has shaped its present, analyzing its current state in terms of the business model that it operates under and projecting how the outlet you chose could do better (focusing on the role of digital media). The paper should be based on your own research and class material you encountered throughout the semester. Please do not use my lecture slides because they are not cited (I use several resources to create them).

As this is your final project in the course, you will also discuss your topic through a PowerPoint presentation.

### **Presentation details**

The PowerPoint presentation should include all the sections of the paper in a way that allows the audience to understand what the analysis is about.

Each group has only 10 minutes to present, and another 5 minutes for questions. To prepare the best presentation, check the rubric at the end of this document. Each individual will be graded based on this rubric. As such, each individual is responsible for the material he/she presents. Because this is a team effort and a team project, the quality of information, organization, design, and language of the entire paper will affect an individual's grade, in addition to the specific part he/she presents.

For the best outcome, I suggest you meet as a group and put the presentation together as a group. Then you may assign different sections to different members. Rehearsing the presentation is also recommended, in order to avoid reading from your notes.

### **Grading criteria**

40 %	Quality of information
10 %	Organization
20 %	Visual design
10 %	Language and grammar
20 %	Oral presentation

## GRADING RUBRIC – COUNTRY MEDIA ANALYSIS PRESENTATION

	<b>EXCELLENT</b>	<b>GOOD</b>	<b>SATISFACTORY</b>	<b>UNSATISFACTORY</b>
<b>QUALITY OF INFORMATION</b>	All sections of the study are included; content is accurate with no factual errors.  40 pts	Most sections of the study are included; content is accurate with few factual errors.  20-39 pts	Some sections of the study are included; content is sometimes inaccurate with many factual errors.  10-19 pts	Few sections of the study are included; content is mostly inaccurate with many factual errors.  0-9 pts
<b>ORGANIZATION</b>	Information is organized in a coherent structure; sections have a clear and logical sequence.  10 pts	Information is mostly organized in a coherent structure; sections have a clear and logical sequence.  6-9 pts	Information is rarely organized in a coherent structure; sections do not have a clear and logical sequence.  2-5 pts	Information is not organized in a coherent structure; sections do not have a clear and logical sequence.  0-1 pts
<b>VISUAL DESIGN</b>	Design is visually appealing with a clean layout; fonts and colors are consistent; text is easy to read; graphics and animations aid understanding.  20 pts	Design is mostly visually appealing with a clean layout; fonts and colors are consistent; text is difficult to read; graphics and animations do not necessarily aid understanding.  13-19 pts	Design is not visually appealing; fonts and colors are rarely consistent; text is difficult to read; graphics and animations hinder understanding.  6-12 pts	Design is not visually appealing; fonts and colors are not consistent; text is difficult to read; graphics and animations hinder understanding.  0-5 pts
<b>LANGUAGE &amp; GRAMMAR</b>	Language is clear and concise. There are no spelling or grammar mistakes. All APA rules are applied.  10 pts	Language is clear and concise. There are few spelling or grammar mistakes. Most APA rules are applied.  6-9 pts	Language is rarely clear or concise. There are many spelling or grammar mistakes. Few APA rules are applied.  2-5 pts	Language is neither clear nor concise. There are many spelling or grammar mistakes. Few or no APA rules are applied.  0-1 pts
<b>ORAL PRESENTATION</b>	Presenter is well prepared: speaks clearly without relying on notes; makes eye contact with audience; and answers questions.  20 pts	Presenter is prepared: speaks clearly but relies on notes; makes little eye contact with audience; and answers most questions.  13-19 pts	Presenter is somehow prepared: speaks clearly but relies on notes; makes no eye contact with audience; and answers few questions.  6-12 pts	Presenter is not prepared: does not speak clearly and relies on notes; makes no eye contact with audience; and does not answer questions.  0-5 pts