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

Type:	**Individual or group of 2**
Draft due:	**November 9, 2021 @2:00pm (uploaded on BB)**
Peer assessment due:	**November 16, 2021 @2:00pm (printed or emailed)**
Final due:	**December 2, 2021 @2:00pm (uploaded on BB)**
Grade:	**20% (final paper); 10% (peer assessment)**

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 and the outlet to understand its past and how it has shaped its present, analyzing the outlet's 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.

Your paper should be between 6 and 8 pages (double-spaced, 1-inch margins, 12pt TNR font), excluding the cover page, references, and appendices. The entire document should follow APA 7 rules. Your PowerPoint presentation should be well organized, clear, and informative, and should highlight the main sections of your paper.

For those working in a group, only one member should upload the project on BB.

Grading criteria

5 %	Introduction (1 page or less)
40 %	Country media system analysis
30 %	Media outlet analysis (past, present, future, business model, etc.)
15 %	Coherence of paper, organization, language, and APA style
10 %	Conclusion (1 or 2 paragraphs)
100 %	TOTAL

GRADING RUBRIC – COUNTRY MEDIA SYSTEM ANALYSIS

	EXCELLENT	GOOD	SATISFACTORY	UNSATISFACTORY
INTRODUCTION	Introduces topic clearly, including background information on the country, its geography and politics, and its media system. 5 pts	Somehow introduces topic, with some background information on the country, its geography and politics, and its media system. 3-4 pts	Somehow introduces topic, with little background information on the country, its geography and politics, and its media system. 1-2 pts	Does not introduce topic and does not include background information on the country, its geography and politics, and its media system. 0 pts
COUNTRY ANALYSIS	Analyzes the media system of the country and provides details about the types of media and the system they belong to, relying on some theoretical paradigm. 40 pts	Analyzes the media system of the country and provides details about the types of media and the system they belong to, without relying on some theoretical paradigm. 25-39 pts	Somehow analyzes the media system of the country and provides some details about the types of media and the system they belong to, without relying on a theoretical paradigm. 10-24 pts	Barely analyzes the media system of the country and provides few details about the types of media and the system they belong to, without relying on some theoretical paradigm. 0-9 pts
MEDIA OUTLET ANALYSIS	Analyzes one media outlet, focusing on its past, present, and future. Situates the outlet within the larger system it belongs to, providing information on how it fits the country media system. Creates a business model (in digital media) that could enhance the outlet's present role and sales. 30 pts	Analyzes one media outlet, focusing on its past, present, and future. Somehow situates the outlet within the larger system it belongs to, providing some information on how it fits the country media system. Does not create a business model (in digital media) that could enhance the outlet's present role and sales. 20-29 pts	Analyzes one media outlet, rarely focusing on its past, present, and future. Somehow situates the outlet within the larger system it belongs to, providing little information on how it fits the country media system. Does not create a business model (in digital media) that could enhance the outlet's present role and sales. 10-19 pts	Analyzes one media outlet, rarely focusing on its past, present, and future. Does not situate the outlet within the larger system it belongs to, and does not provide information on how it fits the country media system. Does not create a business model (in digital media) that could enhance the outlet's present role and sales. 0-9 pts
COHERENCE, ORGANIZATION, LANGUAGE, & APA	Presents information in a clear and concise language. Has a smooth flow and coherence among sentences. Has no spelling or grammar mistakes. Cites material properly. Follows all APA rules. 15 pts	Presents information in a clear or concise language. Has some flow and coherence among sentences. Has very few spelling or grammar mistakes. Does not always cite material properly. Follows most APA rules. 10-14 pts	Somehow presents information in a clear language. Lacks flow and coherence among sentences. Has many spelling or grammar mistakes. Does not cite material properly. Does not follow most APA rules. 5-9 pts	Does not present information in a clear language. Lacks flow and coherence among sentences. Has many spelling or grammar mistakes. Does not cite material properly. Does not follow APA rules. 0-4 pts
CONCLUSION	Concludes analysis clearly, with a brief recap of main components of the paper and the recommendations of the business model. 10 pts	Concludes analysis without a clear recap of main components of the paper and the recommendations of the business model. 6-9 pts	Somehow concludes analysis without a recap of main components of the paper and the recommendations of the business model. 3-5 pts	Does not conclude analysis with a recap of main components of the paper and the recommendations of the business model. 0-2 pts