JSC 330/630 – ARAB AND INTERNATIONAL MEDIA
MEDIA EVENT

Type: Individual or group of 2
Due: October 28, 2021 @2:00pm, uploaded on BB
Grade: 15% of total

This project is an analysis of the media coverage of a current event of your choice, with particular focus on the similarities and differences in the stories among different countries and systems. This project requires you to follow the coverage of an event for two weeks, comparing and contrasting the coverage among two or more countries.

The quantity of coverage should be approximately (either/or):
- Print/digital: 10 news stories or 20 advertisements
- Broadcast: 10 newscasts or 10 commercials
- Social media: 30 posts
- Films/documentaries: 5

You may focus on any aspect(s) of the news coverage and on any media platform (print, broadcast, or digital media; documentaries; films; advertisements, etc.). Examples of aspects are: use of sources, stereotypes in media coverage, media concentration and ownership, influences on media, war and terrorism, foreign correspondence, public diplomacy and propaganda, etc. You should examine these aspects from the perspective of the countries the messages come from.

Your paper should use 12pt TNR font and be double-spaced. The entire document should follow APA 7 rules. You also need to include all the material you used in an appendix.

You may discuss your topic/angle with me to make sure you're on the right track.

Grading criteria

10%	Introduction (include aspect clearly)
20%	Material fulfills media type, time, and quantity requirements
40%	Analysis across the units, focusing on similarities and differences
20%	Coherence of paper, organization, language, and APA style
10%	Conclusion

GRADING RUBRIC – MEDIA EVENT

	EXCELLENT	GOOD	SATISFACTORY	UNSATISFACTORY
INTRODUCTION	Introduces topic clearly, briefly stating the main event, including information on the type of media and countries on which the material will focus. 10 pts	Somehow introduces topic and main event, with incomplete information on the type of media and countries on which the material will focus. 7-9 pts	Somehow introduces topic and main event, with some information on the type of media and countries on which the material will focus. 3-6 pts	Does not introduce topic and main event, and does not include information on the type of media and countries on which the material will focus. 0-2 pts
MATERIAL	Includes material that meets all quantity requirements. 20 pts	Includes material that meets most quantity requirements. 12-19 pts	Includes material that meets few quantity requirements. 5-11 pts	Includes material that does not meet quantity requirements. 0-4 pts
ANALYSIS	Presents findings clearly in terms of similarities and differences across units and countries, and based on specific aspects related to the course. Analysis is supported by clear examples. 40 pts	Presents findings in terms of similarities and differences without sufficient analysis, but are based on specific aspects related to the course. Analysis is supported by some examples. 20-39 pts	Somehow presents findings without focusing on similarities and differences, and without basing them on specific aspects related to the course. Analysis is supported by some examples. 6-19 pts	Does not present findings in terms of similarities and differences, and does not base them on specific aspects related to the course. Analysis is not supported by examples. 0-5 pts
CONCLUSION	Concludes analysis clearly, with a brief recap of main findings and their relation to aspects on which the paper focused. 10 pts	Concludes analysis without a clear recap of main findings and their relation to aspects on which the paper focused. 7-9 pts	Somehow concludes analysis without a recap of main findings and their relation to aspects on which the paper focused. 3-6 pts	Does not conclude analysis with a recap of main findings and their relation to aspects on which the paper focused. 0-2 pts
COHERENCE, ORGANIZATION, LANGUAGE, & APA	Presents findings in a clear and concise language. Has a smooth flow and coherence among sentences. Has no spelling or grammar mistakes. Follows all APA rules. 20 pts	Presents findings in a clear or concise language. Has some flow and coherence among sentences. Has very few spelling or grammar mistakes. Follows most APA rules. 12-19 pts	Somehow presents findings in a clear language. Lacks flow and coherence among sentences. Has some spelling or grammar mistakes. Does not follow most APA rules. 5-11 pts	Does not present findings in a clear language. Lacks flow and coherence among sentences. Has many spelling or grammar mistakes. Does not follow APA rules. 0-4 pts