

Texas A&M International University

COMM 3300 Communication and Meaning Rubric for Assessment—Dr. María Flores

	Exceptional 4/A	Good 3/B	Average 2/C	Poor (Failing) 1/D	Unacceptable (Failing) 0/F
Focus	<ul style="list-style-type: none"> •Hypothesis or Research Question is clearly articulated • Key concepts are identified and operationally defined • Description of methods, materials, time frames, participants, unit of analysis, codebook and data gathering procedures. • Results section presenting critical thinking approach • Focus on main topic throughout all the paper • Topic clearly defined and presented in introduction section •Topic well developed throughout paper 	<ul style="list-style-type: none"> •Hypothesis or Research Question is clearly articulated • Key concepts are identified and operationally defined • Description of method procedures and materials needed for the research present minor omissions. • Results section presenting some critical thinking approach • Focus on main topic throughout almost all the paper • Topic clearly defined and presented in introduction section •Topic well developed throughout paper 	<ul style="list-style-type: none"> •Hypothesis or Research Question is clearly articulated • Key concepts are identified and operationally defined • Description of methods is unclear not all elements of the methods procedures are state on the paper. • Results section presenting descriptive approach, not critical thinking approach • Focus on main topic is deficient. • Topic is not clearly defined •Topic is not presented in the introduction section 	<ul style="list-style-type: none"> •Hypothesis or Research Question is not articulated • Key concepts are not identified and operationally are not defined • Description of methods procedures and materials used is not present • Results section presenting only descriptive approach. • Focus on main topic is deficient. • Topic is not clearly defined •Topic is not presented in the introduction section 	<ul style="list-style-type: none"> •Hypothesis or Research Question is not present • Key concepts are not identified and operationally are not defined • Method procedures are not described. • No results section • No introduction section • Focus on main topic shift from one idea to another (from apples to oranges) • Topic is not defined clearly •Topic poorly developed throughout paper
Organization & Development	<ul style="list-style-type: none"> • APA title page, introduction, literature review, methods, results, and conclusion • APA abstract, outline, and reference page. • APA headings and subheadings • APA in text citations • APA reference citations • APA graphics and tables guidelines •Graphic or Tables presented in results section 	<ul style="list-style-type: none"> • APA title page, introduction, literature review, methods, results, and conclusion • APA abstract, outline, and reference page. • Missing one APA headings and subheadings • Missing one APA in text citations • APA reference citations • APA graphics and tables guidelines •Graphic or Tables presented in results section 	<ul style="list-style-type: none"> • APA title page, introduction, literature review, methods, results, and conclusion • Missing one of the following elements APA abstract, outline, and reference page. • Missing two APA headings and subheadings • Missing two APA in text citations • Missing one APA reference citations • APA graphics and tables guidelines •Graphic or Tables presented in results section 	<ul style="list-style-type: none"> • APA title page, introduction, literature review, methods, results, and conclusion • Missing one of the following elements APA abstract, outline, and reference page. • Missing two APA headings and subheadings • Missing two APA in text citations • Missing two APA reference citations • No graphics • No tables 	<ul style="list-style-type: none"> • Use of different citation style other than APA •Missing two of the following elements APA title page, introduction, literature review, methods, results, and conclusion • Missing two of the following elements APA abstract, outline, and reference page. • Missing three APA headings and subheadings • Missing three APA in text citations • Missing three APA reference citations • No graphics and no tables
	• One idea presented per	• One idea presented per	• One idea presented per	• Paragraph is one full page	• Paragraph is one full page.

<p>Style & Sentence Structure</p>	<p>paragraph.</p> <ul style="list-style-type: none"> • Smooth transition sentences to from one section to the next. • Sophisticated transitions between and within sentences paragraphs and sections. • Map of the research procedure at the end of the introduction section • Appropriate and logic (easy to understand) title of research 	<p>paragraph.</p> <ul style="list-style-type: none"> • Missing one-transition sentences to from one section to the next. • Missing one transition between and within sentences paragraphs and sections. • Map of the research procedure at the end of the introduction section • Appropriate and logic (easy to understand) title of research 	<p>paragraph.</p> <ul style="list-style-type: none"> • Missing two transition sentences to from one section to the next. • Missing two transitions between and within sentences paragraphs and sections. • Map of the research process poorly presented • Map of research process not presented at the end of the introduction section • Appropriate and logic (easy to understand) title of research 	<ul style="list-style-type: none"> • Missing three transition sentences to from one section to the next. • Missing three transitions between and within sentences paragraphs and sections. • No map of the research process • Inappropriate research title 	<ul style="list-style-type: none"> • No transition sentences to from one section to the next. • No transitions between and within sentences paragraphs and sections. • No map of the research process • Inappropriate research title
<p>Grammar & Mechanics</p>	<ul style="list-style-type: none"> • Language appropriate to target audience. • Writing in third person and past tense • Page number • No mechanical errors • No spelling and punctuation errors • No grammatical errors • Adequate word choice • No wordiness 	<ul style="list-style-type: none"> • Language appropriate to target audience. • Writing in third person and past tense • Page number • Two mechanical errors • Two spelling and punctuation errors • Two grammatical errors • Adequate word choice • No wordiness 	<ul style="list-style-type: none"> • Language appropriate to target audience. • Writing in third person and past tense • Page number • Three mechanical errors • Three spelling and punctuation errors • Three grammatical errors • Inadequate word choice • Some wordiness 	<ul style="list-style-type: none"> • Language not appropriate for target audience. • Writing in first person • Writing in present tense • No page numbers • Four mechanical errors • Four spelling and punctuation errors • Four grammatical errors • Inadequate word choice • Some wordiness sentences are not clear. 	<ul style="list-style-type: none"> • Language not appropriate for target audience. • Writing in first person • Writing in present tense • No page numbers • More than five mechanical errors • More than five spelling and punctuation errors • More than five grammatical errors • Inadequate word choice • Majority of sentences are not clear.
<p>Research</p>	<ul style="list-style-type: none"> • Literature Review with 6 sources all peer-reviewed articles, books, or book chapter. • Literature review is relevant to topic, theory, or research question/hypothesis. • Conclusion with suggestions for future studies and study's limitations. • Results presented with logical development of ideas • All graphics and tables have title and statistical source 	<ul style="list-style-type: none"> • Literature Review with 5 sources all peer-reviewed articles, books, or book chapter. • Literature review is relevant to topic, theory, or research question/hypothesis. • Conclusion with suggestions for future studies and study's limitations. • Results presented with logical development of ideas • All graphics and tables have title and statistical source • Findings are clearly presented 	<ul style="list-style-type: none"> • Literature Review with 4 sources all peer-reviewed articles, books, or book chapter. • Literature review is relevant to topic, theory, or research question/hypothesis. • Conclusion with no suggestions for future studies • Conclusion does not state study's limitations. • Results presented with logical development of ideas • All graphics and tables have 	<ul style="list-style-type: none"> • Literature Review with 3 sources all peer-reviewed articles, books, or book chapter. • Literature review is not relevant to topic, theory, or research question/hypothesis. • Conclusion with no suggestions for future studies • Conclusion does not state study's limitations. • Results presented with logical development of ideas • All graphics and tables have 	<ul style="list-style-type: none"> • Literature Review with 2 sources all peer-reviewed articles, books, or book chapter. • Literature review is not relevant to topic, theory, or research question/hypothesis. • Conclusion with no suggestions for future studies • Conclusion does not state study's limitations.. • Results presented with unclear development of ideas • All graphics and tables have no title

	<ul style="list-style-type: none"> • Findings are clearly presented and discussed. • No plagiarism 	<p>and discussed.</p> <ul style="list-style-type: none"> • No plagiarism 	<p>title and statistical source</p> <ul style="list-style-type: none"> • Findings are clearly presented and discussed. • No plagiarism 	<p>title</p> <ul style="list-style-type: none"> • One graphic or table has no statistical information • Findings are not clearly presented and discussed. • No plagiarism 	<ul style="list-style-type: none"> • All graphics and tables have no statistical information • Findings are not clearly presented and discussed. • No plagiarism
<p>Communication Writing</p>	<ul style="list-style-type: none"> • Work turn in on time • One communication theory use on research paper • Topic relevant to communication field • Theory use on research rooted in communication field • Demonstrate exceptional communication creativity • Higher order of critical thinking skills appropriate for the communication discipline • Use of Communication methods of inquiry • Topic should be about a communication phenomenon 	<ul style="list-style-type: none"> • Work turn in on time • One communication theory use on research paper • Topic relevant to communication field • Theory use on research rooted in communication field • Demonstrate communication creativity • Higher order of critical thinking skills appropriate for the communication discipline • Use of Communication methods of inquiry • Topic should be about a communication phenomenon 	<ul style="list-style-type: none"> • Work turn in on time • One communication theory use on research paper • Topic relevant to communication field • Theory use on research rooted in communication field • Demonstrate some communication creativity • Demonstrate critical thinking skills appropriate for the communication discipline • Use of Communication methods of inquiry • Topic should be about a communication phenomenon 	<ul style="list-style-type: none"> • Work turn in on time • One communication theory use on research paper • Topic relevant to communication field • Theory use on research rooted in communication field • Demonstrate some communication creativity • No critical thinking skills appropriate for the communication discipline • No use of Communication methods of inquiry • Topic should be about a communication phenomenon 	<ul style="list-style-type: none"> • Work turn in late. • No communication theory use on research paper • Topic no relevant to communication field • No communication creativity • No critical thinking skills appropriate for the communication discipline • No use of Communication methods of inquiry • Topic is not about a communication phenomenon