

COMU1050: Semester 1, 2019

Assessment criteria: Critical analysis of 'Churnalism' (50%)

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Demonstrated knowledge and understanding:					
Percentage	85%-100%	75%-84%	65%-74%	50%-64%	1%-49%
<p>-Identified and summarised three key arguments in Nick Davies' article (6%)</p>	<p>Excellent and comprehensive summary of three key arguments in Nick Davies' article.</p>	<p>Very good summary of three key arguments in Nick Davies' article.</p>	<p>Good summary of three key arguments in Nick Davies' article.</p>	<p>A few arguments identified and summarised.</p>	<p>Does not identify and summarise three key arguments in Nick Davies' article.</p>
<p>-Identified and discussed critically current issues in the debate on 'Churnalism' that move the discussion into a more contemporary space. (8%)</p>	<p>Excellent and comprehensive analysis of current issues in the debate on 'Churnalism' that move the discussion into a more contemporary space.</p>	<p>Very good analysis of current issues in the debate on 'Churnalism' that move the discussion into a more contemporary space.</p>	<p>Good analysis of current issues in the debate on 'Churnalism' that move the discussion into a more contemporary space.</p>	<p>Fairly good analysis of current issues in the debate on 'Churnalism' that move the discussion into a more contemporary space.</p>	<p>Analysis of current issues in the debate on 'Churnalism' lacks focus, depth, critical insights, and does not move the discussion into a more contemporary space.</p>
<p>-Critical analysis of ethical issues that arise when journalists process "second-hand" material as news. (7%)</p>	<p>Excellent and comprehensive analysis of ethical issues that arise when journalists process "second-hand" material as news.</p>	<p>Very good analysis of ethical issues that arise when journalists process "second-hand" material as news.</p>	<p>Good analysis of ethical issues that arise when journalists process "second-hand" material as news.</p>	<p>Some critical analysis of ethical issues that arise when journalists process "second-hand" material as news.</p>	<p>No critical analysis of ethical issues that arise when journalists process "second-hand" material as news.</p>
<p>-Discussed how the public relations industry was framed or represented, clarifying whether the framing was justified. . (5%)</p>	<p>Excellent and comprehensive discussion of how the public relations industry was framed, clarifying whether the framing was justified or not.</p>	<p>Very good discussion of how the public relations industry was framed, clarifying whether the framing was justified or not.</p>	<p>Good discussion of how the public relations industry was framed, clarifying whether the framing was justified or not.</p>	<p>Some discussion of how the public relations industry was framed, with little or no clarification whether the framing was justified or not.</p>	<p>Demonstrates no thinking in regard to how the public relations industry was framed, and no clarification about whether the framing was justified or not.</p>
<p>-Discussed how journalists and the media were framed or represented, clarifying whether the framing was justified. . (5%)</p>	<p>Excellent and comprehensive discussion of how journalists and the media were framed, clarifying whether the framing was justified or not.</p>	<p>Very good discussion of how journalists and the media were framed, clarifying whether the framing was justified or not.</p>	<p>Good discussion of how journalists and the media were framed, clarifying whether the framing was justified or not.</p>	<p>Some discussion of how journalists and the media were framed, with little or no clarification whether the framing was justified or not.</p>	<p>Demonstrates no thinking in regard to how journalists and the media were framed, and no clarification about whether the framing was justified or not.</p>

<p>-Discussed the lessons learned from Nick Davies' article and lessons learned from articles that looked at emerging discussion on the topic. (7%)</p> <p>-Discussed how the issues raised in Nick Davies' article and other articles that looked at emerging discussion on the topic will affect you and your job as a journalist in the future. (6%)</p> <p>- Assignment should be clearly written in terms of appropriate English, proper format and approved APA referencing style (free of errors), and within the word limit (1300 words maximum). (6%)</p>	<p>Excellent and comprehensive discussion of lessons learned from Nick Davies' article and lessons learned from articles that looked at emerging discussion on the topic.</p> <p>Excellent and comprehensive discussion of how the issues raised in Nick Davies' article and other articles that looked at emerging discussion on the topic will affect you and your job as a journalist in the future..</p> <p>Assessment uses clear, appropriate language, proper formatting, and references citations as appropriate. Assignment is free of grammar and spelling errors and within the word limit.</p>	<p>Very good discussion of lessons learned from Nick Davies' article and lessons learned from articles that looked at emerging discussion on the topic.</p> <p>Very good discussion of how the issues raised in Nick Davies' article and other articles that looked at emerging discussion on the topic will affect you and your job as a journalist in the future..</p> <p>Assessment uses clear, appropriate language, proper formatting, and references citations as appropriate. Assignment is mostly free of grammar and spelling errors and within the word limit.</p>	<p>Good discussion of lessons learned from Nick Davies' article and lessons learned from articles that looked at emerging discussion on the topic.</p> <p>Good discussion of how the issues raised in Nick Davies' article and other articles that looked at emerging discussion on the topic will affect you and your job as a journalist in the future..</p> <p>Assignment uses proper language with a few grammar, spelling, or referencing errors or slightly outside the word limit.</p>	<p>Some discussion of lessons learned from Nick Davies' article and lessons learned from articles that looked at emerging discussion on the topic.</p> <p>Some discussion of how the issues raised in Nick Davies' article and other articles that looked at emerging discussion on the topic will affect you and your job as a journalist in the future..</p> <p>Assignment has some language, grammar, spelling, and referencing errors that impact readability.</p>	<p>Did not discuss clearly and unambiguously lessons learned from Nick Davies' article and also lessons learned from articles that looked at emerging discussion on the topic.</p> <p>Did not discuss clearly and unambiguously how the issues raised in Nick Davies' article and other articles that looked at emerging discussion on the topic will affect you and your job as a journalist in the future..</p> <p>Assignment does not use proper language, does not adhere to word limit, and has several grammar, spelling, and referencing errors.</p>
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COMMENTS/OBSERVATIONS