

Task Rubric: Media Analysis

Expectations	Criteria	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
Knowledge / Understanding					
MS 1 MS 2	The student: demonstrated knowledge of the five key media literacy questions and concepts	demonstrated limited knowledge of the five key media literacy questions and concepts	demonstrated some knowledge of the five key media literacy questions and concepts	demonstrated a thorough knowledge of the five key media literacy questions and concepts	demonstrated a thorough and insightful knowledge of the five key media literacy questions and concepts
Thinking					
MS 1 MS 2	The student: critically analyzed a media text	analyzed a media text with limited commentary on stereotypes	analyzed a media text, including some commentary on stereotypes	thoroughly analyzed a media text, including thoughtful commentary on stereotypes	thoroughly and insightfully analyzed a media text, including extensive commentary on stereotypes and gender-based violence
Communication					
W 1.4 W 2.3, 2.4	The student: expressed and organized ideas effectively	expressed and organized ideas with limited effectiveness	expressed and organized ideas with some effectiveness	expressed and organized ideas with considerable effectiveness	expressed and organized ideas with a high degree of effectiveness
W 3.1, 3.2, 3.3, 3.4	used conventions (spelling, grammar, punctuation) effectively	submitted work with 4-5 minor convention errors or 2 major errors	submitted work with 2-3 minor convention errors or one major error	submitted work with 1-2 minor convention errors	submitted work without any convention errors
Application					
MS 1.5	The student: transferred literacy processes to a new context	analyzed an unfamiliar media text	analyzed an unfamiliar complex media text	thoroughly analyzed an unfamiliar complex media text	thoroughly analyzed a challenging, unfamiliar complex media text
Grading	Knowledge / Understanding /5	Thinking /5	Communication /5	Application /5	TOTAL /20