2014

Communication, Collaboration, & Community: Capstone

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Communication, Collaboration, & Community: Capstone
Communication Studies 495
Ronald Lee & Sara Baker

ACE 10 Overview

*Communication Studies 495* satisfies the ACE 10 requirement through the completion of an individual, original research project.

Projects are evaluated based on:
1. Adherence to formatting guidelines (20 pts)
2. Rationale for the study (75 pts)
3. Communication focus (75 pts)
4. Procedures and Analysis (75 pts)
5. Conclusion (75 pts)
6. Use of APA reference form (20 pts)

*Project Total = 340 points*

We asked our departmental colleagues to evaluate a sample of student work from the Fall 2013-2014 semester using our grading rubric.

We selected six papers that reflected our two most popular types of projects: qualitative thematic analysis and rhetorical criticism.

Six reviewers (3 for each method) were given papers that earned A (demonstrates insightful engagement), B (beyond requirements and engaged in critical reflection), and C (meets the basic requirements) grades.

<table>
<thead>
<tr>
<th>Method of Analysis</th>
<th>Rhetorical Criticism</th>
<th>Thematic Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>94%</td>
<td>95%</td>
</tr>
<tr>
<td>Rationale</td>
<td>86%</td>
<td>89%</td>
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<tr>
<td>Focus</td>
<td>87%</td>
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<tr>
<td>Analysis</td>
<td>89%</td>
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<tr>
<td>Conclusion</td>
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<td>92%</td>
</tr>
<tr>
<td>APA</td>
<td>98%</td>
<td>93%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>88%</strong></td>
<td><strong>90%</strong></td>
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</tbody>
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Selected Projects

**Thematic Analysis**
1. How Children Learn to Love by Observing their Parents.
2. Exploring Minority Religions/Non-Religions in a Christian Dominant Academic Organization

**Rhetorical Criticism**
2. Leadership and Media Framing: An Examination of Media Coverage of the Syrian Conflict.

Findings

Improving ACE 10 Learning

How will the department use the findings to improve student learning of the ACE 10 outcome?

1. The department will discuss whether the individual student research project is an appropriate and important indicator of what students learn in the major.
2. How can we teach students to make more compelling arguments based on a careful reading of the literature?