

Appendix 21.4. Holistic Rubric for Digital Presentation

Requirements	Superior Job (50 pts.)	Great Job (45 pts.)	Good Job (40 pts.)	Adequate Job (35 pts.)	Inadequate Job (30 pts.)
Cortés's (2000) four stages of media stereotyping	Thoroughly defines and explains Cortés's 4 stages of media stereotyping in a way that accurately applies to the chosen sports film.	Defines and explains Cortés's 4 stages of media stereotyping in a way that accurately applies to the chosen sports film.	Mostly defines and explains 3 stages of Cortés's theory of media stereotyping in a way that accurately applies to the chosen sports film.	Adequately defines and explains at least two of Cortés's 4 stages of media stereotyping in a way that accurately applies to the chosen sports film.	Inadequately defines and explains Cortés's theory of media stereotyping or only identifies one of his 4 stages of media stereotyping in a way that accurately applies to the chosen sports film.
Definition of the racial stereotype for analysis	Provides a thorough definition of a specific racial stereotype and includes an accurate citation for the definition.	Provides a clear definition of a racial stereotype and includes an accurate citation for the definition.	Provides an incomplete definition of a racial stereotype or includes an inaccurate citation for the definition.	Provides an unclear definition of a racial stereotype or includes an inaccurate citation for the definition.	Provides an unclear definition of a racial stereotype and includes an inaccurate citation for the definition.
Sports film images	Incorporates at least 4 sports film clips or screenshots that thoroughly support an understanding of each stage of media stereotyping and the defined racial stereotype.	Incorporates at least 4 sports film clips or screenshots that support an understanding of each stage of media stereotyping and the defined racial stereotype.	Incorporates at least 3 sports film clips or screenshots that mostly support an understanding of each stage of media stereotyping and the defined racial stereotype.	Incorporates at least 3 sports film clips or screenshots that somewhat support an understanding of each stage of media stereotyping and the defined racial stereotype.	Incorporates fewer than 3 sports film clips or screenshots that inadequately support an understanding of each stage of media stereotyping and the defined racial stereotype.
Voice-overs	Incorporates voice-overs that thoroughly enhance comprehension of the 4 stages of media stereotyping, sports film, and racial stereotype.	Incorporates voice-overs that enhance comprehension of the 4 stages of media stereotyping, sports film, and racial stereotype.	Incorporates voice-overs that mostly enhance comprehension of the 4 stages of media stereotyping, sports film, and racial stereotype.	Incorporates voice-overs that somewhat enhance comprehension of the 4 stages of media stereotyping, sports film, and racial stereotype.	Does not incorporate voice-overs and/or voice-overs inadequately enhance comprehension of the 4 stages of media stereotyping, sports film, and racial stereotype.
Format	Presentation is thoroughly formatted to include the following: title page, 8–10 slides, headings, subheadings, references for all images and information.	Presentation is formatted to include the following: title page, 8–10 slides, headings, subheadings, references for all images and information.	Presentation is incompletely formatted and does not include at least one of the following: title page, 8–10 slides, headings, subheadings, references for all images and information.	Presentation is incompletely formatted and does not include at least 2 of the following: title page, 8–10 slides, headings, subheadings, references for all images and information.	Presentation is incompletely formatted and does not include at least 3 of the following: title page, 8–10 slides, headings, subheadings, references for all images and information.
Grammar and usage	There are no grammar or usage errors.	There are 1–3 grammar or usage errors.	There are 4–6 grammar or usage errors.	There are 7 grammar or usage errors.	There are 8 or more grammar or usage errors.

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