

Society, Diversity, & Connections Strand: Communication and Media					
Bloom	Marzano	Incomplete	Developing	Competent	Exceptional
Remembering & Understanding	Definitions, Terms, Discipline-Specific Vocabulary and Facts associated with subject material used correctly	Student cannot identify key communication and media terms nor correctly articulate communication and media background information even on the most basic level.	Student exhibits understanding of some key communication and media terms and can explain some background information but has gaps in comprehension at the basic level.	Student exhibits functional understanding of most key communication and media terms and background information and can place and use most information in correct context.	Student exhibits exemplary understanding of key communication and media terms and vocabulary and background information. Mastery of definitions, terms, vocabulary, and background information beyond context.
Applying	Knowledge Application: Applies Definitions, Terms, Discipline-Specific Facts and Vocabulary in some sort of <i>Procedure or Concrete Application</i>	Student identifies, describes, or defines few or no key communication and media concepts, themes, or ideas. Few or no facts or supporting details are included. Information is largely inaccurate, absent or irrelevant.	Student identifies, defines, and describes some key communication and media concepts, themes, issues, or ideas. Some facts and supporting details are included. Has some correct and some incorrect information, but application is at basic level.	Student identifies, defines, and describes most key communication and media concepts, themes, issues, or ideas. Most pertinent facts or supporting details are included. May have a major factual inaccuracy, but most information is correct.	Student applies key communication and media concepts, themes, issues, and ideas in proper verbal and written context supported by all pertinent facts and details. Mastery of material.
Analyzing & Evaluating	Critical Thinking: Utilizes Discipline-Specific, Definitions, Terms, Facts, Applies them critically through organizational patterns: 1. Comparing & Contrasting 2. Classifying 3. Induction 4. Deduction 5. Error Analysis 6. Constructing Support 7. Abstracting 8. Analyzing Multiple Perspectives	Student fails to identify important communication and media evidence relevant to the problem. Critical thinking skills are absent, and thought process is illogical. Conclusions are lacking, absent, or unclear.	Student identifies some relevant communication and media evidence but omits most of the other necessary evidence. Uses unclear, inappropriate, or incomplete critical thinking skills to analyze, evaluate, and synthesize evidence. Thought process is logical in some areas but makes unwarranted conclusions and associations.	Student identifies and organizes most of the relevant communication and media evidence. Some critical thinking skills are used to analyze, evaluate, and synthesize evidence, and most conclusions are based on sound logical reasoning. Reaches informed conclusions based on the communication and media evidence.	Student reproduces critical communication and media analysis patterns as required verbally and in written context with strong theses, organization, concise content, and with extensive and relevant resources. Reaches sound conclusions based on logic and mastery of relevant discipline-specific content.
Creating	Advanced Application of Knowledge: Combines knowledge, process, and critical thinking to reach complex intellectual goal(s) using at least one: 1. Advanced Decision Making	Student is unable to explore communication and media information beyond the literal level of key terms and the	Student's analysis and/or evaluation of communication and media knowledge does not go beyond the minimum basic analysis and/or	Student engages in independent study with specific direction from instructor but lacks mastery of communication and media	Student extends critical thinking and communication and media knowledge beyond basic understanding to engage in independent study

	2. Investigation 3. Experimental Inquiry 4. Problem Solving 5. Invention	application of background information.	evaluation of information to show original, creative thought.	material and critical thinking skills needed for fully independent work.	and research. Mastery of content, critical thinking, and advanced application.
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