**FINAL CRITICAL ESSAY**

**1. Introduction (.5 -1 page)**

a. Attention-getting set-up

b. Introduction of your topic and research questions

c. Justification/rationale for your study (why are you doing this study?)

d. Preview of your overall/main claims (what are the large claims you make in your analysis?)

e. Overall preview of the paper (what is coming in the essay?)

**2. Artifact Description & Context (1-2 pages)**

a. Describe the artifact by considering, but not necessarily including all of the following (choose the info that helps you do your analysis):

- Who produced it? How was it produced?

- Why was it produced? Where and when was it produced?

- What will your audience need to know about the artifact in order to understand your analysis?

b. Describe the context by considering, but not necessarily including all of the following (choose the info that helps you do your analysis):

- Socio-economic and cultural factors or influences

- Historical factors or influences

- Political factors of influences

**3. Theoretical Framework (Literature Review) (1-2 pages)**

a. Answer the following questions:

- What theoretical approach are you taking?

- Select and explain relevant scholarly sources

- Describe key concepts and claims

- Clarify your position on the ongoing scholarly conversations about your theory

- Explain your method – Or, what will you do?

o Will you do a close reading of an image?

o Will you watch 10 episodes of a television show and take detailed notes while you watched?

o Will you visit a website every day for 4 weeks?

o Will you gather memes and create/disseminate your own memes?

b. Organize the literature review according to the Literature Review Outline Structure posted on Blackboard

**4. Analysis of Artifact (at least 5 pages)**

a. Attend to the following aspects in your analysis:

- Demonstrate an understanding of how your artifact works and functions

o What does the artifact do in the world?

o What does the theory/approach reveal about the impact of the artifact?

- Critique the artifact and its operations

o What is the impact of the artifact’s operations?

o What did you unveil and what does it mean?

b. Organize the analysis according to the Artifact Analysis Outline posted on Blackboard

**5. Conclusion (.5 - 1 page)**

a. Review your overall claims

i. Explain how the claims you make in your analysis work together

ii. How do your claims come together to teach the reader something interesting?

iii. What are the implications of the claims as seen together?

b. Clarify the contributions of your study

i. What did we learn? What new ideas did you present? What new connections did you make? What were the overall “aha moments”?

ii. What did your analysis teach us about the field of communication, the study of popular culture, and/or the theory you used?

c. Provide a satisfying conclusion

**6. Reference Page**

a. Use APA style for citations

b. Cite at least 11 sources (at least 7 scholarly sources)

**Formatting Guidelines:**

· Typed, double-spaced, standard margins, and 12 point font (Times New Roman)

· Include a title page (in APA style) with your name, the title of the paper, and your university affiliation

· 8-10 pages (not including title page, reference list, and abstract)

· In-text citations (in APA style)

**CRITICAL ESSAY RUBRIC**

*Use this as a reference for how the final paper will be graded. Your Workshop will not be graded based on this outline.*

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| **Final Critical Essay Rubric** | | | | | | |
| **Criteria** | **Missing** | **Unclear/ Lacking** | **Fine** | **Good** | **Excellent** | **Area Total** |
| **Introduction (5 pts)** |  |  |  |  |  |  |
| Attention-getting set-up |  |  |  |  |  |  |
| Introduction of the topic and research direction |  |  |  |  |  |  |
| Justification for your study |  |  |  |  |  |  |
| Preview of main claims |  |  |  |  |  |  |
| Preview of the paper |  |  |  |  |  |  |
| **Artifact Description (8 pts)** |  |  |  |  |  |  |
| Thick description of context(s) |  |  |  |  |  |  |
| Thick description of artifact |  |  |  |  |  |  |
| **Approach/Literature Review (15 pts)** |  |  |  |  |  |  |
| Clear discussion of theory |  |  |  |  |  |  |
| Relevant scholarly sources utilized |  |  |  |  |  |  |
| Sources synthesized, not summarized |  |  |  |  |  |  |
| Key concepts and claims of theory explained |  |  |  |  |  |  |
| Your position on theory evident |  |  |  |  |  |  |
| Method clearly stated |  |  |  |  |  |  |
| **Analysis of Artifact (50 pts)** |  |  |  |  |  |  |
| Analysis organized into themes |  |  |  |  |  |  |
| Claims clearly stated |  |  |  |  |  |  |
| Relevant support from artifact included |  |  |  |  |  |  |
| Relevant support from literature included |  |  |  |  |  |  |
| Critiques the artifact and its operations |  |  |  |  |  |  |
| Explains the implications of the analysis |  |  |  |  |  |  |
| Analysis situated in the theory introduced in lit review |  |  |  |  |  |  |
| **Conclusion (5 pts)** |  |  |  |  |  |  |
| Overall claims reviewed |  |  |  |  |  |  |
| Clarified the contributions of the study |  |  |  |  |  |  |
| Clear and satisfying ending |  |  |  |  |  |  |
| **Mechanics (10 pts)** |  |  |  |  |  |  |
| Proper APA style utilized for references |  |  |  |  |  |  |
| Proper APA style utilized in-text |  |  |  |  |  |  |
| Double-spaced |  |  |  |  |  |  |
| Times New Roman 12 pt font |  |  |  |  |  |  |
| 12-15 pages |  |  |  |  |  |  |
| Title page in APA style |  |  |  |  |  |  |
| **Style (7 pts)** |  |  |  |  |  |  |
| Clarity and quality of writing |  |  |  |  |  |  |
| Good writing (spelling, grammar, etc.) |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Total (100 pts)** |  |  |  |  |  |  |