

SENIOR ASSESSMENT PORTFOLIO CHECKLIST/EVALUATION
GENERAL MASS COMMUNICATION

Name of student: _____

Date: _____

PLID _____

Professional materials (for check off only):

Cover letter, resume, references _____

Written materials (for a score of 1-5):

1 broadcast or 1 print news story _____

1 ad copy for print or broadcast _____

1 press release for print or broadcast _____

Using a five-point scale with 5 as outstanding and 1 as very poor, rate the student's ability to do the following:

Understand concepts and apply and apply theories in the use and presentation of images and information. _____

Think critically, creatively and independently. _____

Conduct research and evaluate information by methods appropriate to the profession. _____

Write correctly and clearly in the forms and styles appropriate for the profession. _____

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. _____

Apply tools and technologies appropriate for the profession in which they work. _____

Faculty signature _____

Date _____