



Communication, Collaboration, & Community: Capstone

Communication Studies 495
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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 explored the following question:

To what extent have graduating seniors in Communication Studies mastered the intellectual competencies necessary to carry out meaningful communication research?

Student Work that Satisfies ACE 10

Students have two options for their research inquiry. They may choose to complete an *empirical, data-based study* or a *critical rhetorical analysis*.

Each option requires students to demonstrate theoretical-conceptual knowledge, written and oral presentation proficiency, and analytical skills.

Method of Analysis

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.

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
3. Dressing for Success -- Workplace and Conversation: Effects of Dress on Work Communication.

Rhetorical Criticism

1. Missing Man Formation: The Incomplete Portrayal of Single Fathers in Film and Television.
2. *Leadership and Media Framing: An Examination of Media Coverage of the Syrian Conflict.*
3. *Image Restoration and Tiger Woods.*

Findings

	Rhetorical Criticism	Thematic Analysis
Format	94%	95%
Rationale	86%	89%
Focus	87%	86%
Analysis	89%	92%
Conclusion	86%	92%
APA	98%	93%
Total	88%	90%

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?