

## Organizational Communication Analysis Paper Rubric

|  | <b>Poor<br/>(1)</b>   | <b>Below Average<br/>(2)</b>   | <b>Average<br/>(3)</b>  | <b>Above Average<br/>(4)</b>   | <b>Excellent<br/>(5)</b>  | <b>Weight</b> |
|--|---|--|---|--|---|---------------|
| <b><i>Organization Description and Member Entry Process</i></b>  | Does not adequately describe the organization or the entry process.                                 | May describe the organization and the entry process, but the description lacks significant detail.   | Correctly and adequately describes the organization and addresses the entry process. However, descriptors from the lecture or chapter are not used.                 | Correctly describes the organization and the entry process. Properly uses terminology from the chapter and lecture. The description is interesting.  | Accomplishes everything from the previous category, but demonstrates unique creativity and/or thoughtfulness in the presentation.   | <b>3.0</b>    |
| <b><i>Discussing Characteristics and Descriptors of Organizational Culture (pp. 187-192)</i></b>               | Does not correctly define or identify any of Schein's stages. There are no examples.                | Only addresses one or two of Schein's stages. Or the student only addresses one of the descriptors of organizational culture. Examples may be inappropriate. | Correctly discusses three of Schein's stages and two of the descriptors of organizational culture. Provides a minimal number of examples to support the discussion. | Correctly discusses all three of Schein's stages. Properly identifies a minimum of two descriptors of organizational culture. An adequate number of examples are used to support the discussion.   | Accomplishes everything from the previous category and draws a link to other concepts discussed in the chapter or in lecture. Unique creativity and/or thoughtfulness in the presentation is demonstrated.  | <b>4.0</b>    |
| <b><i>Organizational Culture and one additional construct in the chapter or from lecture (pp. 181-186)</i></b> | Does not elaborate on any additional organizational dynamics discussed in class or in the textbook. | Does not correctly identify one additional organizational construct. The student does not correctly apply examples to organizational culture.                | Correctly discusses one additional organizational construct. May apply examples but the understanding is not obvious to the reader. Story telling is adequate.      | Properly elaborates on one additional organizational construct. Correctly applies examples and tells a story showing complete understanding of the construct. A clear understanding of the strategic organizational communication (internally or externally) choices being used is demonstrated. | Accomplishes everything from the previous category, and demonstrates unique creativity and/or thoughtfulness in the presentation. Story telling is exemplary. A clear understanding of the strategic organizational communication choices being used is illustrated in the paper. | <b>3.0</b>    |

Please cite as: Armfield, G. G. (2017). Organizational Culture Analysis. New Mexico State University.

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|--|---|--|---|--|--|------------|
| <b><i>Introduction, Conclusion, and Reflection</i></b> | The reflection is missing. The introduction and conclusion is nonexistent.  | The introduction clearly lacks one or two of the requirements. The reflection portion is cursory. The conclusion is not structured in any relevant sense.                    | May be lacking parts of the introduction, or the reflection portion is inadequate and/or the conclusion is lacking structure.   | Properly uses a hook (attention device), states a clear thesis, and previews the major sections of the paper. Generates interesting and accurate reflections. The conclusion is structured with a summary and closing statement. | Accomplishes everything from the previous category, but demonstrates unique creativity and/or thoughtfulness in the presentation.  | <b>2.5</b> |
| <b><i>Grammar, Presentation, Style</i></b>             | Clearly does not follow the requirements or any standard conventions of writing. Grammar and typographic errors get in the way of comprehension. Reference page is not submitted. | Less than satisfactory presentation. Does not adhere to the requirements. Grammar and typographic errors are distracting. Reference page may or may not have been turned in. | Adequate presentation. Proofreading is suspect. Proper in-text citation and references may be used. Quite a few grammar or typographic errors. Reference page may or may not have been turned in. | Adequate presentation. Clearly has been proofread. Proper in-text citation and references are used. Few grammar or typographic errors.   | Good presentation. Clearly has been proofread. Proper in-text citation and citations are used correctly without error. Extraordinarily few if any grammar or typographic errors. | <b>2.0</b> |
| <b><i>Paper and Electronic Version</i></b>             | One version is not turned in.   | One version is more than three days late.  | One version is two days late.   | One version is one day late.   | Turned in on time.   | <b>0.5</b> |