

# Optional Rubric Media Literacy:

Criteria	4 (Excellent)	3 (Good)	2 (Satisfactory)	1 (Needs Improvement)
<b>Understanding</b>	Demonstrates a clear understanding of media literacy concepts and their importance. Can explain key terms and concepts confidently.	Shows a good understanding of most media literacy concepts but may have some minor misconceptions.	Understands some media literacy concepts but may struggle to explain or apply them consistently.	Has difficulty understanding and explaining media literacy concepts.
<b>Recognizing Media Forms</b>	Can identify various media forms such as news reports, commercials, ads, documentaries, and sitcoms, and understands their purposes.	Can recognize most media forms and their general purposes, though may occasionally confuse them.	Recognizes some media forms but may struggle to distinguish their purposes accurately.	Has difficulty identifying different media forms and understanding their purposes.
<b>Analyzing Messages</b>	Successfully analyzes the messages and purposes of media content, including identifying persuasion techniques in ads and recognizing bias in news reports.	Analyzes messages and purposes effectively but may occasionally miss subtler techniques or biases.	Makes some attempts to analyze messages and purposes but may overlook significant elements.	Struggles to analyze messages and purposes in media content.
<b>Critical Thinking</b>	Applies critical thinking skills to media consumption, questioning information, evaluating sources, and recognizing potential misinformation or bias.	Demonstrates critical thinking skills but may need occasional reminders to apply them consistently.	Occasionally uses critical thinking skills but may not consistently question information or evaluate sources.	Rarely applies critical thinking skills and often accepts media content at face value.
<b>Discussion and Participation</b>	Actively participates in discussions about media literacy topics, contributing insights and engaging in conversations.	Generally participates in discussions but may require some prompting to share insights or engage fully.	Participates in discussions but often needs frequent encouragement and guidance.	Rarely participates in discussions and struggles to engage with media literacy topics.