TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA QHCC-TT

ĐỀ THI HỌC PHẦN: NHẬP MÔN TRUYỀN THÔNG
Học kỳ 231, Năm học 2023-2024

I. Thông tin chung

Học phần: Nhập môn truyền thông	Số tín chỉ: 3
Mã học phần: 72INMC30273	Mã nhóm lớp học phần: 231_72INMC30273_01&02
Thời gian làm bài: 10 ngày	Hình thức thi: Tiểu luận
SV được tham khảo tài liệu:	Có ☒ Không ☐
Giảng viên nộp đề thi, đáp án	Lần 1 ☒ Lần 2 ☐

II. Các yêu cầu của đề thi nhằm đáp ứng CLO

(phần này phải phối hợp với thông tin từ đề cương chi tiết của học phần)

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	**Evaluate** common models, mechanisms, and methods of communication and media's impact on individuals, organizations, and society.	Report	15		1,5	PI2.1
CLO2	**Evaluate** the interrelationships between the elements involved in the communication process.	Report	15		1,5	PI2.2
CLO3	**Make decisions** in selecting appropriate models based on the characteristics and context of the communication process.	Report	20		2,0	PI3.2
CLO4	**Propose** a communication model suitable for the context and conditions of an organization.	Report	20		2,0	PI4.5
CLO5	**Demonstrate** awareness and uphold ethical standards and principles of communication professionals towards the community and society.	Report	30		3,0	PI9.2

I. Thông tin chung

Học phần: Nhập môn truyền thông	Số tín chỉ: 3
Mã học phần: 72INMC30273	Mã nhóm lớp học phần: 231_72INMC30273_01&02
Thời gian làm bài: 20 phút/ nhóm	Hình thức thi: Tiểu luận
SV được tham khảo tài liệu:	Có ☒ Không ☐
Giảng viên nộp đề thi, đáp án	Lần 1 ☒ Lần 2 ☐

III. Nội dung đề bài

1. **Đề bài**

   Based on the knowledge learned and practical experience, the team should select and conduct research on one of the suggested communication theories below. Then, analyze and evaluate the chosen theory in the form of a catalogue report
   - Agenda Setting
   - Priming Effects
   - Framing
   - Cultivation
   - Diffusion of Innovations
   - Symbolic Interaction
   - Spiral of Silence
   - Media Richness
   - Dependency
   - Uses and Gratifications

2. Hướng dẫn thể thức trình bày đề bài

2.1. Nội dung (gợi ý)
- **Introduction**
- Outline
- Explain the title of the report.
- The motivation for us to choose this topic.
- The significance of the topic for the readers
- **Main content**
- Context of theory development (Origin/Impact/Development process)
- Brief overview of the content (Summary/Key terms/Main characteristics/Indicators)
- Original or well-known model of the theory
- Illustrative examples
- Analysis and evaluation of a specific case study based on the application of the theory
- How is the theory applied in modern media and communication?
- Relationship with other relevant theories
- **Conclusion**
- Summarize the key points.
- Provide suggestions or ideas for reader to make connections.
- The team's personal thoughts and emotions during the work on this topic?

- References

2.2. Thể thức (gợi ý)

Design harmonious color scheme, font, appropriate contrast.

Choose synchronized themes/templates that are consistent and relevant to the team's topic.

Emphasize the use of visually appealing and scientific data illustrations (tables, charts, timelines, infographics, etc.).

Optimize the reader's experience by highlighting key keywords in the text to follow the natural reading flow.
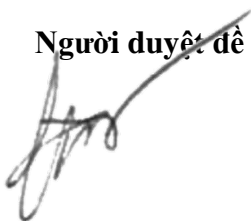
Maximum of 30 pages (main chapters, excluding table of contents, cover, etc.).

Include page numbering.

Thoroughly proofread for spelling and grammar before submission.
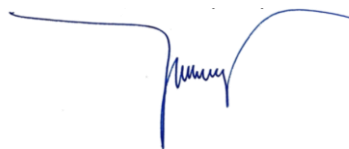
Use APA style for citing and referencing sources.

TP. Hồ Chí Minh, ngày 07 tháng 11 năm 2023

Người duyệt đề

Giảng viên ra đề

TS. Lý Lê Tường Minh

ThS. Lê Thị Thảo Trang

Rubric và thang điểm

STT	Tiêu chí	Trọng số (%)	Tốt 100%	Khá 75%	Trung bình 50%	Kém <50%
1	Correctly classifying representative models and communication mechanisms	15%	Correctly classifying all representative models, theories, and mechanisms	Correctly classifying 75% of representative models, theories, and mechanisms	Correctly classifying 50% of representative models, theories, and mechanisms	Correctly classifying less than 50% of representative models, theories, and mechanisms
2	Analyzing the logical relationship between participating elements in the communication process	15%	Analyzing logically, accurately, completely, and with supporting evidence	Analyzing logically and accurately 75% with supporting evidence	Analyzing logically and accurately 50% with supporting evidence	Analyzing logically and accurately less than 50% with supporting evidence
3	Making appropriate model selection decisions for specific communication plans	20%	Making accurate and justified decisions based on evaluation	Making fairly accurate and justified decisions based on evaluation	Making somewhat accurate and justified decisions with minor errors	Making inaccurate and unjustified decisions
4	Demonstrating correct political and legal perspectives	15%	Presenting information with correct political and legal perspectives	Presenting about 75% correct political perspectives and legal perspectives	Presenting about 50% correct political perspectives and legal perspectives	Presenting less than 50% correct political perspectives and legal perspectives
5	Collecting accurate and sufficient information about the organization's communication process	15%	Collecting accurate and complete information	Collecting about 75% accurate information with minor errors	Collecting 50% accurate information with many errors	Collecting less than 50% accurate information
6	Communicate effectively with the team when performing assigned tasks	20%	Based on the individual assessment rubric in teamwork.			