

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA QHCC-TT

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Tâm lý học truyền thông (Media Psychology)		
Mã học phần:	72PSYC30322	Số tín chỉ:	02
Mã nhóm lớp học phần:	241_72PSYC30322_01		
Hình thức thi: Tiểu luận (Report)	Thời gian làm bài:	10	ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
<i>Quy cách đặt tên file nộp bài</i>	<i>Coursecode_Teamnumber_Teamname_Topic</i>		

1. Format đề thi

- Font: Times New Roman
- Size: 13
- Quy ước đặt tên file đề thi/đề bài:
+ **Mã học phần**_Tên học phần_Mã nhóm học phần_TIEUL_De 1

2. Giao nhận đề thi

Sau khi kiểm duyệt đề thi, đáp án/rubric. **Trưởng Khoa/Bộ môn** gửi đề thi, đáp án/rubric về Trung tâm Khảo thí qua email: khaothivanlang@gmail.com bao gồm file word và file pdf (**nén lại và đặt mật khẩu file nén**) và nhắn tin + họ tên người gửi qua số điện thoại **0918.01.03.09** (Phan Nhất Linh).

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

Code	CLO Content	Assessment	CLO Weight (%)	Question numbers	Point Max	Data PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Gather necessary information about audience psychology to serve the design of public relations activities matching specific target groups.	Report	20%	1; 2	2,0	PI3.1
CLO2	Apply critical thinking in analyzing audience psychology to address practical issues in public relations.	Report	10%	3	1,0	PI5.2
CLO3	Apply communication forms in planning public relations activities appropriate to audience psychology	Report	25%	4; 5	2,5	PI7.1
CLO4	Conduct surveys and research on audience psychology to analyze communication psychology	Report	20%	6	2,0	PI8.1
CLO5	Demonstrate ethical awareness in accurately conveying content in public relations activities.	Report	25%	7; 8	2,5	PI9.2

III. Nội dung đề bài

1. Assignment

Based on media psychology theories, the group must conduct research, evaluate, and analyze one case study in the field of communication. Then, present the product in the form of an online video (10-15 minutes).

2. Guideline

FINAL ASSESSMENT INFORMATION GUIDELINE

COURSE: MEDIA PSYCHOLOGY

TEAM: GROUP NUMBER _GROUP NAME

COURSE CODE: 241_72PSYC30322_XX

A/ GENERAL INFORMATION

No.	Information	Content	Notes	Suggestions
1	Topic	Case study + Theory
2	Video Title	Can be framed as a question/clickbait/list/SEO.
3	Platform/Channel	YouTube/Facebook Reel/TikTok/Instagram Reels (may be split into episodes) Why choose this platform? (Features of platform?)
4	Product Objective	Can be stated using the SMART formula
5	Key Message	List main keywords
6	Style	Tone Voice Mood Vibe Color ...
7	Research Methods	Methods used for data collection (e.g., Desk research; Experiment; Social Listening; Survey; Interview...)
8	Target Audience Persona	Media usage habits; Attitudes; Socio-economic group; Knowledge; Demographics; Pain/insight

9	Effect	<i>Effect of the video after group upload in relation to objectives (link to Objective) Data Insign and Data Report? Audience Respond?</i>
...

B/ TEAM INFORMATION AND KPIS

Insert link to the online file “KPIs Contribution Assessment % of each individual in the group (share access rights)”

C/ PRODUCT ACCESS

Insert link to the video (set to public when sharing)

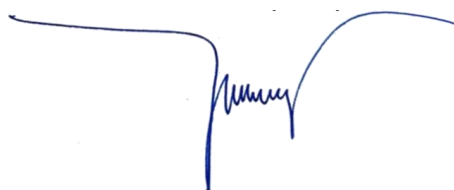
3. Rubric

No.	Criteria	Weight (%)	Excellent 8 – 10	Good 6 - <8	Average 5 - < 6	Weak < 5
1	Collect reasonable, accurate, and complete information on audience media psychology	10%	Collects reasonable, accurate, and complete information on audience media psychology	Collects reasonable, accurate information meeting 75% of the factors related to audience media psychology	Collects reasonable, accurate information meeting 50% of the factors related to audience media psychology	Collects reasonable, accurate information meeting less than 50% of the factors related to audience media psychology
2	Design public relations activities accurately, aligned with audience psychology	10%	Designs public relations activities accurately, with substantiated explanations and evidence aligned with collected information	Designs public relations activities accurately, with reasonably substantiated explanations and evidence aligned with collected information	Designs public relations activities accurately, but with minor inaccuracies in explanations	Designs public relations activities inaccurately, with explanations that do not align
3	Apply reasonable and persuasive critical thinking in analyzing audience psychology	10%	Applies reasonable and persuasive critical thinking, with well-substantiated analysis and examples	Applies fairly reasonable and persuasive critical thinking, with analysis based on evidence	Applies reasonably persuasive critical thinking, but analysis lacks substantiation and examples.	Applies unreasonable and unpersuasive critical thinking, with no substantiated analysis.
4	Evaluate the specific context and conditions of the media communication process reasonably	10%	Provides reasonable evaluations with convincing explanations based on	Provides reasonable evaluations with fairly convincing explanations	Provides fairly reasonable evaluations, but explanations lack conviction and have minor errors	Provides unreasonable evaluations with unconvincing explanations

			analytical results			
5	Apply appropriate media forms based on audience psychology analysis and context evaluation	15%	Applies media forms that are appropriate and consistent with public relations plans based on audience psychology analysis and context evaluation	Applies fairly appropriate media forms that are consistent with public relations plans based on audience psychology analysis and context evaluation	Applies media forms that are not appropriate or consistent with public relations plans, based on only 50% of audience psychology analysis and context evaluation	Applies media forms that are inappropriate and inconsistent with public relations plans, lacking basis in audience psychology analysis and context evaluation
6	Conduct surveys and research on audience psychology reasonably, thoroughly, with specific descriptions and evaluations of survey steps	20%	Conducts audience psychology surveys reasonably and thoroughly, with specific descriptions and evaluations of survey steps	Conducts reasonably thorough audience psychology surveys, missing a few minor steps, with specific descriptions and evaluations	Conducts audience psychology surveys that are not reasonable, missing many steps, but with fairly specific descriptions and evaluations	Conducts audience psychology surveys that are unreasonable, missing many steps, with no specific descriptions or evaluations
7	Accurately present political and legal viewpoints	15%	Presents information that accurately reflects political and legal viewpoints	Presents information that accurately reflects 75% of political and legal viewpoints	Presents information that accurately reflects 50% of political and legal viewpoints	Presents information that reflects less than 50% of political and legal viewpoints
8	Demonstrate proactive and positive engagement in teamwork	10%	Based on the rubric for individual evaluation in teamwork			

Người duyệt đề

TP. Hồ Chí Minh, ngày 25 tháng 10 năm 2024
Giảng viên ra đề



ThS. Lê Thị Thảo Trang