


 Southern New Hampshire University
SCS 100 Learning Block 3-3 Journal Reflection Rubric

Prompt: Reflect on the concepts discussed in this learning block and then answer the following questions in a journal reflection (a few sentences per question):

1. What sort of cultural or social forces impact how we think and behave?
2. Describe an example of a behavior that is impacted by socialization and cultural influences.
3. How do things such as media and advertising impact our understanding of how we should act or behave in a culture or group?

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Topical Response	Describes cultural/social forces and the impact of media/advertising on how we think and behave	Description of cultural/social forces and the impact of media/advertising lacks detail about impact on thoughts and behavior	Does not provide a description of cultural/social forces and the impact of media/advertising on how we think and behave	30
Engagement of Response	Describes an example of a behavior that is impacted by socialization and cultural influences	Example behavior is not impacted by socialization and cultural influences or lacks detail	Does not provide an example behavior	30
Focus of Response	Provides focused and direct reflection when describing all areas posed in the question	Provides reflection, but the focus is unclear or unrelated to the questions posed	Does not provide reflection or describe the areas posed in the question	30
Communicates Clearly	Clearly communicates key ideas and thoughts in a short answer response	Response needs clarification in order to support understanding of key ideas and thoughts	Response is not legible and key ideas or thoughts are not understandable	10
Total				100%