Objectives of the Assignment:
   1. Develop an in-depth understanding of some aspect of the media that interests you.
   2. Develop research skills by using the library with electronic and non-electronic sources.
   3. Develop an interesting and defensible thesis regarding this topic.
   4. Expand your organizational and presentation skills.
   5. Develop some expertise in audio-visual presentation.

Components of the Assignment:
   1. Topic Proposal Sheet (10 pts.)
   2. Outline (40 points)
   3. Bibliography (20 points)
   4. In-class presentation (40 points)
   5. Personal reflection paper (15 points)

Total Points Possible: 125 points
15% of your final grade

Topic Proposal Sheet:
The topic proposal sheet will be given to you in class on Sept. 23. You may fill it out immediately if you wish, but you must complete it by Sept. 25 and turn it in before the end of class.

You may choose from the list of proposed topics on this sheet (already approved if no one else has chosen the topic) or you may choose your own. If you choose your own, the instructor must give approval before you begin your research. These proposed topics will need to be narrowed for your presentation and research.

Outline:
Since this assignment does not require a research paper, your outline must show evidence of good research and a thorough understanding of your topic. The outline should show an organized thought process for your research and evidence of a solid foundation for your presentation. It should include background/historical perspective on your topic, presentation of an idea or point of view you are taking about this topic, the thesis you are proposing, then presentation of evidence to support your point of view, and a conclusion.
Bibliography:
You need to provide an appropriately formatted list of all reference sources used in gathering information for your presentation. Please follow MLA, APA or other appropriate style in developing your source bibliography.

In Class Presentation:
Your presentation should present, in an interesting and organized fashion, your findings from your research. Give historical background, present your thesis, and then provide supporting evidence for that thesis.

Your presentation must include some audio/visual component. You can use powerpoint slides, YouTube video, a clip from a DVD, electronic display of artwork, physical newspapers, books, or magazines, or an audio recording. You may choose whatever element best fits your topic, but you must have at least one audio-visual component to your presentation.

Personal Reflection Paper:
Do not forget this aspect of the assignment. I want to hear about why you chose this topic, what you thought you would learn, whether or not what you thought you would learn was in fact what you did learn, your feelings about the assignment and class in general, and how your understanding of media and your interaction with media has been affected by the research you’ve done. This should be a 1 to 1 ½ page paper. Do not exceed 2 pages in length.

Possible Topics:

- Concentration of ownership in media
- Celebrity news coverage – critiques
- Media coverage of Hurricane Katrina
- Product placement in movies
- Freedom of speech
- Censorship
- Yellow Journalism era
- Local news and print journalism
- Photoshopping of news photos
- Vertical and Horizontal Integration
- The Studio Era – film
- Significance of a particular show/ movie
- The digital switch
- The use of advertorials
- Platform Distribution System in movies
- News coverage of wars (or a specific war)
- Integrated advertising in television, radio
- Artist v. corporate profit
- Harry Potter Phenomenon
- Muckrakers
- Joint Operating Agreements
- Cult Films
- The Network Era – radio or television
- Blockbuster phenomenon
- TiVo/DVR impact
- Hd radio