Group Media Project

In a small group (4-5) you will complete a media project which analyzes issues that concern women. You will choose your group members, but will be given a broad topic from which you can focus your research. You will conduct research, write a paper, create a piece of media, and present your project in class.

PRESENTATION (50 points):

For your class presentation, you will have between 8-12 minutes total to present your information and form of media. Try to make your presentation concise, engaging and interesting.

Presentations must be made during class on this day. In exceptional situations an arrangement may be made if a group member is unable to make this. You are expected to contact me at least two weeks prior to this class day in order to discuss this possibility.

MEDIA (50 points):

Once you have a narrow and focused topic, you will use media to present it. Media embraces all the means that contemporary society uses to communicate information to the broader audience, for instance: television, magazines, newspapers, radio, posters, internet, etc. If you look at media more explicitly, you will recognize commercials, films, songs, sociological magazines, tabloids, etc. To develop your project, you will need to decide on one media type, and then use it to convey the message related to your topic.

It is important for you to determine the character of your message, for example informative or persuasive. You also need to consider the audience that you will direct your message to. Then think about the media that would be the most effective in targeting that audience. For example, if you decide that your targeted group of people is women who abuse alcohol and are pregnant, instead of informing them that alcohol abuse leads to liver cancer, you could warn them that abuse of alcohol during pregnancy leads to miscarriages and impairments of fetus.

BELOW is DUE at scheduled time of final exam—Thursday, May 7th at 7pm
This is to be submitted through eCampus and can be turned in early. The exam time is set by the University and is subject to change—if they change the schedule, the due date for this assignment may change.

RESEARCH PAPER (50 points):

You will also find TWO peer-reviewed journal articles and TWO reliable websites (both of these were defined in the media literacy class) that relate to your topic. You will also need to use at least TWO readings from the text (these do not need to have been assigned in class). You may use as many non-academic sources as you want, but the previous is the minimal guidelines. Based on your research, you will write a four-page paper (double-spaced) which will describe the topic you chose and your project. You should directly link the reasoning behind your media to your research, target population, etc. Paper and bibliography is due on the day of your class’s scheduled final exam. You can submit this through ecampus or hand it in to the Women’s Studies office, 2nd floor of Eisland Hall. The paper must be turned in PRIOR to the scheduled exam time.

GROUP MEMBER EVALUATIONS (50 points):

You will have to evaluate your group members on eCampus. Your points will be determined based on group member evaluations of your contributions. You will get 0 points if you do not complete evaluations.

Grades: This assignment is worth 200 total points (20% of your grade). See the Group Project Grading Rubric for detailed information. Each component above is 50 points. The additional points are determined individually for your peer reviews (50). The individual information literacy projects worth 50 points per assignment (10% of your grade total) are designed to help you begin work on this project.