

Name of Assignment: CRITICAL MEDIA ANALYSIS
Name of Courses: Media & Cultural difference, Media & Children
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I. LOC:

LOC #2: Employ Communication theories, perspectives, principles, and concepts

- Explain Communication theories, perspectives, principles, and concepts
- Synthesize Communication theories, perspectives, principles, and concepts
- Apply Communication theories, perspectives, principles, and concepts

LOC #4: Create messages appropriate to the audience, purpose, and context.

- Adapt messages to the diverse needs of individuals, groups and contexts
- Adjust messages while in the process of communicating
- Critically reflect on one's own messages after the communication event

LOC #5: Critically analyze messages.

- Identify meanings embedded in messages
- Recognize the influence of messages
- Enact mindful responding to messages

LOC #6: Demonstrate the ability to accomplish communicative goals (self-efficacy)

- Perform verbal and nonverbal communication behaviors that illustrate self-efficacy
- Articulate personal beliefs about abilities to accomplish communication goals

LOC #9: Utilize communication to embrace difference

- Appreciate individual and cultural similarities and differences
- Respect diverse perspectives and the ways they influence communication
- Demonstrate the ability to be culturally self-aware
- Adapt one's communication in diverse cultural contexts

III. Length of Assignment: Throughout the semester, students are required to complete the assignment 4 times for writing intensive courses and 2 times for general upper level courses. Each submissions, it will take 1 month to complete the assignment and 2 weeks for peer reviews.

III. Materials Needed: Library access for research, computer and internet access, and individual accounts for online publication such as WordPress and Blogs. Blackboard or Canvas are recommended for managing submissions and peer reviews.

IV. Instructions:

SUMMARY OF ASSIGNMENT

- Select a media content and examine an issue related to cultural difference on the content.
 - Write a short critical analysis paper about 500 words.
 - Cite at least 1 news, journal, or book that is recently published.
 - Submit the paper on either an online blog, social media outlet, YouTube, or printable poster.
 - Submit the full-text of the journal on Canvas. The full text should include the working link address or scanned printed materials.
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1. Key requirements

- **Media content:** Select a media content you think it is important or good to critically analyze. You can choose any forms of media that is recently published.
Example: Film, TV show, AD, Poster, Podcast, Radio, Book, game, web-site, sculpture, picture, photograph, and music record.
- **Research source:** To analyze the content, find the most current information, knowledge, guidelines, new trend or policy that is linked to cultural difference. You need to find and cite at least 1 published source that is recently published.
- **Media artifact:** The content of your critical analysis should be converted to an online blog, social media outlet, YouTube, or printable poster.

2. Step by step guide for **Critical Paper** in APA style:

- Summary: Summarize the content with 2-3 sentences.
- Arguments analysis: Find 1-2 key cultural contradictions, debates, arguments, data, facts, or assumptions; write them within one or two paragraph.
- Evaluation: Incorporate arguments from your research source to evaluate the content's cultural aspects.
- Conclusion: Conclude the journal with your opinion with one or two sentences.
- Reference to your media artifact: Add a link or copy of your media work.

3. Step by step guide for **Media Artifact**:

- a. Reformatting: Reformat your paper into creative media content that fits best to your audience.
- b. Visual aids: Add additional visual aids such as charts, pictures, and videos.
- c. Format: You can choose an online blog, social media, YouTube, or printable poster.

4. Students are required to evaluate at least 2-4 other students' submissions.

V. Rubric or Scoring Guide: Students are graded accordingly:

- **Identifying cultural difference** Total 20 points
Excellent (15-20 points): Provided key contradictions, debates, arguments, or assumptions about the cultural difference clearly and concisely.
Good (10-14 points): Provided contradictions, debates, arguments, or assumptions.
Poor (0-9 points): Failed to identify the key contradictions, debates, arguments, or assumptions at all.

- **Critical evaluation** Total 30 points
Excellent (25-30 points): Provided valid and clear evaluation to the arguments or information, incorporating arguments from the research source properly.
Good (20-24 points): Provided evaluation to the arguments or information.
Poor (0-19 points): Provided too subjective or invalid evaluation.

- **Supporting materials** Total 10 points
Pass (10 points): Both media content and research source are published in 2017-2018.
Fail (0 points): Did not provide a media content or adequate source, or it is published before 2017.

- **Readability of a media artifact** Total 20 points
Excellent (12-20 points): There are significant considerations for audiences in texts and visuals.
Good (1-11 points): There are some considerations in blog post's texts and visuals.
Poor (0 points): There is no consideration for readers.

- **APA style (in a paper submitted in Canvas)** Total 20 points
Excellent (15-20 points): Good use of a citation style.
Good (10-14 points): There are some errors.
Poor (0-9 points): No citation or APA style discernable.

Format

- Not working link or reference to the media artifact? _____-10
- Less than 400 or over 2000 words? _____-10
- Submitted not in Canvas? _____-10
- Plagiarized? _____-100

Late? Deduct 25% of total grades per day. Projects turned in late more than 48 hours will receive zero credit.

- **Participation** Total 100 points
Peer review: 25 points per completing one peer-review. Extra 10 points for extra reviews.

VI. Notes: This assignment will guide students to practice journalistic writing style based on a research about the most current issues. This assignment's main components are two, APA style writings and online posts. Prior to this assignment, an instructor should address differences between APA style writings and online posts.

First, students are required to write 2 -4 Critical media analysis depending on levels of courses. They need to find and cite at least 1 recently published source and recommended to cite scholarly sources that they can find in course readings.

Second, based on the APA style writing, students are expected to rework the paper to be an online post that can be published on either an online blog or social media outlet. This will take 20-25% of total grade in a course. In addition, students are expected to make feedback to other students' submissions. This will take 10% of total grade in a course.

It is recommended to ask students to find at least 1 recent contents to critic and research sources that are published within 1-2 years. So that students can keep up with the recent trend. Then encourage them to incorporate older sources that can be found in course materials once the minimum is satisfied.

It is recommended to ask students to make their online post publicly available. If there is a student who concerns privacy, ask them to make a printable poster or other types of alternative media formats. Class boards in Blackboard or Canvas are also good alternative choices.

It is recommended to ask students to complete at least two submissions per semester. This is because students show significant improvements for the second and third submissions based on a feedback, peer review, and self-observation.

IX. References: No reference