

Media Analysis Project

“Cinema, radio, television, magazines are a school of inattention: people look without seeing, listen in without hearing.”

–Robert Bresson (French Film Director)

In this assignment, you will be asked to think through the media theories presented in this unit and discussed in class. The aim of this assignment is to allow you to do some structured, original thinking in regards to the presentation of particular media images. You may **either analyze one of the four types of media** we studied these past few weeks (advertising, music, internet, news) **or you may create your own example of these media**. Use this as a chance to take a critical look at messages that are presented to you through the media you consume. As we have noted often this unit, images presented in the media can have a profound effect on both individuals and the greater society. Using knowledge to challenge these representations through critical analysis can be an effective way of reducing the negative power in any particular media image.

Requirements

1. Complete a **three-page or more** written analysis of your media selection or creation. Remember:
 - ✓ You are creating an analysis, not a review or opinion. The difference is that you will analyze your media using the concepts discussed throughout the semester. Discuss what your analysis has revealed, why it is valid and what it contributes to our understanding of the media. The tone of your paper should be formal.
 - ✓ Your task is not to be comprehensive, but to delve deeply into what portion of the media you choose to explore. Keep analyzing the media until you feel you have a deep understanding of how the media functions – what the author is doing, what the audience may perceive and how the message is created.
 - ✓ You are not trying to achieve the single, correct analysis, but rather to shed a new light on the complex relationships that are always created in media. You are trying to demonstrate how media literate you are.
 2. Present the most important and original conclusions of your analysis in a **three to five minute** presentation.
 - ✓ The choice of how to present this information is up to you (posters, Powerpoints, videos etc.)
 - ✓ All students must be present for presentations and complete feedback forms.
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Consider these guiding questions when developing your analysis:

- What is the key issue of social inequity being addressed or perpetuated by this media?
Be specific. Give 2 or 3 examples that illustrate your points.
 - Why is this an important social issue? To whom is it or should it be important?
Discuss this in terms of what you have learned about media affects on individuals and society this unit.
- What stereotypes or images does this media selection attempt to challenge or reinforce?
Be specific. Give 2-3 examples that illustrate your points.
- Who are the authors, directors, and producers of this media selection? Is this a significant finding?
 - Who was this media selection produced for? Is this significant to your analysis?
 - What other media products have they produced?
- Where and to whom is the media being marketed?
- How do these organizational and economic aspects affect what is presented in the media?
Be specific. Refer to the concepts discussed in class.
- If you were going to (re)make this particular media, how would you change it? Why make those changes?

Amendments:

Written Work Due: _____

Presentation: _____