

Media about Media-Media Symposium Project

In an attempt to gain a deeper understanding of the media in all its forms, both mainstream and alternative, you will be working on a group project. Your group will do an in-depth investigation into a particular media field where you will examine both mainstream and alternative sources. Your group will choose a media field and then locate an alternative and a mainstream source working in that field. After you complete your thorough analysis, where you identify problems and solutions, you will become a media producer. You will provide your analysis/conclusions in a particular medium such as a magazine, a televised news story, a short documentary, a podcast, webpage/blog etc. and you will show/share on symposium day. Each group of 3 or 4 students will bring their media piece to class on symposium day and we will spend the entire day experiencing and responding to the work.

Projects due: Wednesday, February 6th . No late projects!!!

The project should cover a few main components.

ALL PROJECTS SHOULD INCLUDE A DISCUSSION OF MEDIA FILTERS-ownership/advertising/sourcing/etc. Here are some of the things you should cover in your research/analysis:

1. Explain the Mainstream. In this section you will explain the mainstream media that your alternative group is reacting against. Is there a need for an alternative? Why? Are there any problems in the mainstream? What are they?
2. Explain the alternative media company/source. In this section of your project you should explain the following: goals/mission, impact on the field, ownership, market share, growth, purpose, editorial board, bias, the workers in the field. What need does this alternative fill? Why was it produced?

OR-If you do not see a problem with the mainstream media, look at the media in a foreign country. Analyze that country's media, identify problems, discuss the ways filters are operating in their media, and propose possible solutions.

OR- You may do an expose critique of a particular aspect of the media. You will need to have this topic approved.

Individual Written Assignment

In addition to the group portion of this project, each group member will also need to write her/his own analysis of the media investigation. What did you find most interesting/relevant about your research? Why did you choose to present your information in the way you did? Your reflection should be about 1 typed page.