

## CM 100 Writing Assignment 1

For your first writing assignment, please choose one medium we will be covering this semester (books, magazines, radio, news, television, film, video games, Internet/etc.). First, research that particular medium and in a concise and well-organized response address the following:

- Give a brief overview of the medium addressing its history, important people, and important events.
  - Who are the key players in the development of the medium?
  - What were the major factors contributing to the growth of that medium?
  - When did that particular medium really take off?
  - What has communication research told us about the impact of this medium?
- Explain why the understanding the medium's history is important to the study of mass communication.
  - How has the medium influenced other media?
  - How has policy or society changed because of this medium?
- Choose a specific example from medium that was not discussed in class and analyze it using a media literacy strategy (5 questions, framing analysis, critical analysis of corporate ownership).
  - This may be a specific television program, a film, a social networking site, etc.
- Discuss the future of the medium.
  - Where do you see this medium in 10 years? 20 years?

All papers must have a clear, introduction, body, and conclusion. All papers should be app. 3 pages, typed, double-spaced, and in 12-point font. You must include at **least two outside sources** in this paper. **One source should come from a peer-reviewed journal.** All papers must include in-text citations and a bibliography page. You must use APA style for your citations and references. You may use your textbook as a source for background information but you must have at least two additional sources.

Please see below for grading rubric.

CM 100 Intro to Mass Communication

Writing Assignment 1

**Name:**

<b>Assignment Component</b>	<b>Points</b>	<b>Comments</b>
<b>Organization:</b> Is there a clear introduction, body, conclusion?	/20	
<b>Impact of medium/sub-area:</b> Is how that medium influences society and/or other media explained? Was research integrated into paper?	/20	
<b>History and key people/events:</b> Who were the key players? What were the key events?	/20	
<b>Media literacy analysis:</b> How well was example analyzed using one of the ML strategies?	/20	
<b>Use of sources:</b> Were appropriate in-text citations and a reference page included? Was a peer-reviewed journal cited?	/10	
<b>Grammar/Spelling:</b>	/10	

**Grade:**