

## CM 100 Writing Assignment 2

For your second writing assignment, please choose one of the communication theories discussed earlier in the semester. Based on that theory, write a concise and well-organized paper adhering to the following guidelines (do not simply answer the questions):

- Present an overview of the theory and its history.
  - How did the theory develop over time?
- Explain the theory's importance and significance.
  - Why does this theory matter to communication scholars?
  - What does this theory tell us about how people communicate?
  - Does it apply to the current way people consume and/or use media?
- Choose an example (TV program or station, newspaper, video game, etc.).
  - Use the theory to explain either how people use that particular medium or mediated message or the effect this mediated example might have on people.
  - Explain the societal impact of that message based on the key propositions of the theory.

All papers must have a clear, introduction, body, and conclusion. All papers should be 2-3 pages, typed, double-spaced, and in 12-point font. You must include at least 2 outside sources (not your textbook) in this paper. **One source must come from a peer-reviewed journal.** All papers must include in-text citations and a bibliography page. You may choose to use either MLA or APA for your citations and references. You may use your textbook as an additional 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 2

**Name:**

<b>Assignment Component</b>	<b>Points</b>	<b>Comments</b>
<b>Organization:</b> Is there a clear introduction, body, conclusion?	/20	
<b>Theory Overview:</b> Is a summary and overview clearly presented? Are the history and its application covered?	/20	
<b>Importance and Significance:</b> Is the importance of this theory presented and the significance of the theory properly addressed?	/20	
<b>Example:</b> Is the relationship between the example and the theory clearly made and explained? Is the societal impact addressed?	/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:**