

# Assignment: Media and Culture

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## Assignment Summary

The Media and Culture assignment demonstrates student understanding of theoretical perspectives on communication, media, and global culture.

## Assignment Components

- Theory Selection
- Analysis
- Comments

## Assignment Expectations

As many of the communication theories we have studied suggest, living in a media-saturated world has brought both challenges and opportunities to the practice of human communication. It is important to reflect upon these challenges and opportunities, as well as to be able to articulate them in a clear, professionally written style.

This assignment requires you to select a theory from the Intercultural Communication lecture to add another layer of analysis to your Media Review. Specifically, chose one (1) of the six (6) theories covered this week and consider your chosen piece of media from the perspective of that theory. What other aspects of the media do you notice? How could you read the media in a different way that supplements or alters your original review? What meaning might you take from the media if you viewed it from the perspective of someone from a different race, gender, or nationality? To receive full credit for this assignment: 1) select a theory from the Intercultural Communication lecture and clearly state how you will use it to critique your media, 2) analyze the media in approximately one (1) paragraph using your chosen theory as a guide, and 3) respond with a meaningful comment on at least two (2) of your classmates' posts by the deadline.

## Assignment Submission

This assignment will be submitted in Desire2Learn in a format similar to the weekly Discussion Forums.

## Assignment Rubric:

COMPONENT	POINT(S)	TO EARN FULL POINTS FOR THIS ASSIGNMENT TURN IN:
Selection	1	A submission that clearly identifies a theory used to critique your media.
Analysis	3	A submission that analyzes the intercultural communication of the media.
Comments	1	At least two (2) comments on your classmates' posts.
<b>TOTAL</b>	<b>5</b>	