

Assignment: Media Presentation

Assignment Summary

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

Assignment Components

- Design
- Summary
- Analysis
- Critique
- Works Cited Slide

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. For students of communication theory, it is important to reflect upon these challenges and opportunities, as well as to be able to articulate them in a clear, professional presentation style.

This assignment has five (5) required components. 1) You must design an attractive visual aid that follows the guidelines demonstrated in the example and template. 2) You must effectively summarize the aspects of your chosen media that are relevant to your analysis and critique. 3) You must analyze the media making specific reference to the theory you chose for your Media Review. 4) You must critique the media making specific reference to the theory you chose from the Intercultural Communication lecture for the Media and Culture assignment. 5) You must end your presentation with a Works Cited slide that identifies the relevant literature you used to research your presentation.

Assignment Submission

This assignment should be submitted as a PowerPoint file (.pptx) to the designated dropbox in Desire2Learn (D2L) by the assignment deadline.

Assignment Rubric:

| COMPONENT | POINT(S) | TO EARN FULL POINTS FOR THIS ASSIGNMENT TURN IN: |
|--------------|----------|--|
| Design | 1 | An attractively designed presentation that includes all required components. |
| Summary | 1 | A submission that clearly identifies a theory your film exemplifies. |
| Analysis | 1 | A submission that suitably summarizes the film in 2-3 paragraphs. |
| Critique | 1 | A submission that analyzes the communication of the film. |
| Works Cited | 1 | A submission with a Works Cited slide that identifies relevant literature. |
| TOTAL | 5 | |