A good way to approach the media project is to first consider Geroge Gerbner's quote at the conclusion of the 2010 documentary *The Mean World Syndrome*:

> Indeed, the telling of stories, the cultivation of a sense of who we are, what the world is like, has always been the principal shaper of human behavior. The new task, then, is to try to design a media system – a cultural environmental system – which will address the issue of how can we create an environment for our children, of stories, of all the socializing influences in which they grow up that is more fair, that is more equitable, that is more just, and less damaging than the one we have today.

Gerbner calls for a change in the current system of media representation, and the task of the media project is to answer this call by creating your own vision of a medium we've discussed this semester. The catch, however, is that you must pay special attention to the social, cultural, or political implications of your idea. The emphasis is on you to be creative, and to choose a topic that is important to you as a media consumer. Finished projects will be discussed/exhibited in groups on the final day of class, and you must choose from the following list of project options:

- write a short treatment for a film or TV series
- record your own five-minute podcast
- shoot a short film or music video
- design a billboard advertising campaign
- create a magazine cover
- illustrate your own artwork for an album cover
- compose a poem or song
- publish a web site or start a blog
- develop a storyboard for a video game concept,
- design a social media campaign on Twitter, Facebook, Tumbler, etc.

See me in class if you wish to propose a project idea that I have not listed above. Along with the project, you must write a 250-300 word paper that details your idea, and more importantly, discusses how it addresses a particular aspect of culture (race relations, gender norms, environmental issues, etc.). I only accept papers through the Turnitin.com application, and no emailed or physical papers will be accepted. Adhere to standard formatting conventions (one-inch margins, 12 pt. font, double spaced, etc.). If you format your paper incorrectly (16pt. font, 2.5 spacing, etc.) I will simply reformat it as I'm grading and you'll be docked points for improper submission. Do not try to skimp on providing analysis.

When saving your papers, format the file name thusly or I will not accept your paper:

Your Name_Class Title_Paper#

Ex:
AdamWadenius_COMM110_Paper#2

When sending your paper to me, format your email thusly, or I will not accept your paper:

Email Subject: Your Name_Class Title_Paper#

Ex:
Email Subject: AdamWadenius_COMM110_Paper#3

You are responsible for uploading your project by the start of class time on the assigned due date. Upon receipt of your assignment, Turnitin.com will email a response that it was received. If the system doesn't give you a confirmation of receipt of your assignment, assume it was not uploaded, and email me immediately to remedy the situation. You are not bothering me if you email me to make sure I got your project - it's better to be safe than sorry!

The following is an example of an *A* project turned in by a student. It provides thoughtful, detailed analysis of the question at hand, while using specific examples to support the writer's ideas. Some further formatting guidelines you should be following include:

Curves Are Good For You

A grotesque lemon, a lumpy strawberry, an ugly tomato, and a curvy apple- when have you ever seen imperfect and blemished fruit and vegetables advertised? Just like imperfect bodies of humans, imperfect cars and imperfect flowers, almost everything must be cosmetically and aesthetically pleasing to the eye in order for it to sell. I have created a billboard and an advertising campaign for Whole Foods Market. If this were actually real and not fictional, my advertising campaign would hit all social media avenues focusing in on the "organic" culture of society today. Not only am I promoting a healthy lifestyle while eating blemished produce that is still nutritious, I also am acknowledging women, children and men alike sending a message to them that this ideal of "perfection" exists in everything that our nation is about. I am also creating awareness on a very serious current environmental issue, which is food waste.

In the produce world specifically, an eye for that "perfect" shaped and colored fruit or vegetable is mostly due to strict cosmetic standards from large grocers that dictate exactly how they should look. If produce fails to make the grade for size, shape or color, it is deemed as ugly and unsellable. By creating this idea of promoting curvy and blemished produce, I want to change the perception that people have on produce as a whole. Often times they may go to a farmer's market, where the produce still will look almost perfect, but may occasionally have more dirt on them or strange leaves growing out of weird places. Unfortunately, you just do not see this in large supermarkets. Although these fruits and vegetables may not be flawlessly shaped, they taste just as good or better and provide the same nutritional health benefits at a much lower cost.

CURVES ARE

GOOD

FOR YOU.

#endfoodwaste

WHOLE
FOODS
M A R K E T