Background

Recent decades have witnessed the emergence of diverse forms of media activism that include culture jamming, critical media literacy, media policy reform, alternative media production efforts, and media monitoring initiatives. Some people argue that, collectively, these efforts constitute an emerging media environment movement.

Unlike all other social movements, this movement does not receive coverage in mainstream commercial media because it is not in the interests of mainstream media to raise public awareness regarding the movement. As a result, the movement relies almost exclusively on the internet and alternative media to raise public awareness and attract support.

Assignment description

The purpose of this assignment is to engage students in the process of educating themselves, and one another, about current developments in this broad-based movement, using the internet as a source. To accomplish this, students will present a report to the class on an organization or initiative in the area of culture jamming, critical media literacy, media policy reform, alternative media production, or media monitoring.

Students will sign up for presentation dates and selected organizations or initiatives to present on, from a list of dates and organizations or initiatives provided by the instructor. If a student is aware of another organization or initiative they would like to report on, they can ask permission of the instructor to focus on that instead.

Assignment details

Students will work in pairs, unless a student seeks the instructor's permission to work individually due to circumstances that make it difficult to work in a pair.

Reports will be 7-10 minutes long, followed by an opportunity for the class to ask questions about the organization or initiative.

It is recommended that you make a video recording of your presentation and keep it for your Communication Studies major exit portfolio. You will need a recording of a presentation for that portfolio, in order to complete the major. In addition, viewing a video recording of your presentation is an excellent way to reflect on how to improve your presentation skills.

Students can and should be creative in how they approach these presentations. They can present from the position of neutral reporters. They can present from the position of internal spokespersons / advocates. Or they can present from the perspective of external critics. Whatever approach is adopted, the goal is to inform and educate the entire class about the selected organization or initiative in an engaging manner.

The presentation should include, at a minimum, an overview of the mission, goals, and financing of the organizations or initiatives, as well as a discussion of their approaches or strategies. The

presentation may also include any additional facts, context, controversies, or other relevant background that helps the audience understand the organizations or initiatives and their relevance to this class. It should also rely on some source(s) other than the organization's own web site in order to gain additional perspective.

While reporting to the class, students should use internet projections and/or PowerPoint projections to enhance their presentations (e.g., if you are reporting on an organization that has a website, use a projection of the website as a visual aid).

Objectives

Students will increase their knowledge of current developments and opportunities in the media environment movement.

Evaluation Rubric

Provides an insightful overview of a relevant organization or initiative.	1	2	3	4	5
Focuses on mission/goals/purpose/funding and approaches/strategies.	1	2	3	4	5
Relies on some source(s) other than the organization's own web site in order to gain additional perspective.	1	2	3	4	5
Presents in a coherent, articulate and systematic manner.	1	2	3	4	5
Provides necessary context and background for audience to understand presentation.	1	2	3	4	5
Uses visual aids (e.g., internet or PowerPoint projections; other) in presentations.	1	2	3	4	5
Presents oral information in an engaging and rehearsed manner.	1	2	3	4	5
Stays within 7-10 minute presentation time-frame.	1	2	3	4	5
Overall creativity and originality of presentation.	1	2	3	4	5
Overall coherence and attention to detail.	1	2	3	4	5
	Total =				/ 50

unsatisfactory = 1 / poor = 2 / satisfactory = 3 / very good = 4 / excellent = 5