

## Assignment Details

Identify some media content from the last few months, pertaining to race, and analyze it through the lens of the Race Forward framework. It can be news, entertainment, or advertising content. Your analysis should take the form of an argument with a thesis supported by theory and other forms of evidence. In addition to the Race Forward study, you will need to cite at least three other citations from scholarly books or peer reviewed articles that you find through your own research. You may also cite other articles we are reading for class, but those would be in addition to the articles you find through your own research.

The assignment will go through three drafts. The first draft will be peer-reviewed before being revised. The more complete the paper is at the point of peer review, the more valuable the peer feedback can be. After a revision is made based on this peer feedback, a complete draft will be submitted to the instructor for feedback (instructor feedback will not be provided on incomplete drafts). The paper will then be revised again for final submission.

Staple the first and second drafts under the final draft when you turn it in. The paper should not have a title page. Instead, at the top of your paper, in the upper right corner, include your name, the course number (COMM 440), and the draft number. Just below that, centered on the paper, include a title for the paper, in bold. The final paper should be very concise and a maximum of 6 pages long (plus bibliography and any appendices you may want to include). It should be typed and double-spaced with a 12-point font and 1 inch margins. It should have page numbers on the upper right corner of all pages except the first page.

Attention must be paid to normal conventions of formal writing (spelling, grammar, syntax, etc.) as well as coherent organization, logical development, effective transitions, and so forth. Divide your paper into sections using clear subheadings, and make sure that each section supports or elaborates your thesis, and builds on the previous section in a logical manner. Include sections with subheadings in your earliest drafts.

In-text citations should be included in APA style, along with a References section at the end of the paper. All references must be from peer-reviewed academic journals and scholarly books or reputable research reports. Web sites should not be used for references (with the exception of peer-reviewed academic journal articles that are found online in pdf form, or media sources you are referencing as the focus of your paper). Videos, lectures, or slides must not be used for references.

Be sure you define all terms throughout the paper that most people would be unfamiliar with (assume your audience has not taken this class and they are not COMM majors). Use this as an opportunity to demonstrate to the professor your grasp of key concepts.

## Learning Objectives

Students who complete this assignment should develop the capacity to critically interrogate media content through the lens of key concepts in media studies. In addition, this assignment will contribute to the development of analytical writing skills.

## Writing Assignment Evaluation Rubric

Formatting: two drafts completed on schedule and stapled to the back of the final draft; no cover page; 1st page includes name, course number, assignment option, draft number, title; maximum 6 pages plus References section and appendices (if any); double-spaced, 12 point font, 1-inch margins, page numbers in upper right corner (except first page).	1	2	3	4	5
Formatting: adheres to APA style for in-text citations and bibliography.	1	2	3	4	5
Argument: has a clear thesis supported with appropriate evidence, including at least 3 peer-reviewed scholarly sources outside class readings (no web sites, videos, lectures, slides).	1	2	3	4	5
Argument: outlines/explains the Race Forward framework.	1	2	3	4	5
Argument: focuses on clearly identified media content from the last few months.	1	2	3	4	5
Argument: analyzes the media content through the lens of the Race Forward framework.	1	2	3	4	5
Audience: communicates effectively in an audience appropriate and context sensitive manner (assuming a non-specialist audience).	1	2	3	4	5
Conventions: adheres to appropriate conventions of formal writing (spelling, grammar, syntax, punctuation, etc).	1	2	3	4	5
Organization: has a coherent structure, with subheadings, along with logical development and sequencing of ideas.	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