

### **Assignment description**

Most people in our society have received little, if any, critical media literacy education. You are in a position to use the knowledge you've gained in this course to foster media literacy within the larger community. Your final assignment is to create and present a critical media literacy project supported by either a digitally created poster or a video you create. If needed, the Student Tech Center and the Digital Media Center in Haggard Hall provide training and tech support for software and hardware.

You will present the project to two different audiences of your choice in the larger community in order to generate an awareness-raising discussion with the audiences about some media issue. The first presentation/discussion will be a pilot test in order to get initial feedback. Based on your first experience you will refine your approach before repeating it for a second audience. Acceptable audiences include a gathering of family members, relatives, or friends; a group of WWU students; a non-profit community organization; an on-campus student group; a church or religious group; a public or private school class; or any other audience of six or more people outside of this class (a minimum of 6 different people must view, discuss, and provide feedback each time).

Regardless of what audience you choose, the project must integrate actual media content (e.g., advertisements, print or visual journalism, images or scenes from film or television, clips or transcripts from radio or podcasts) into a framework that illustrates the media literacy themes or points you are trying to convey within your project. Your analysis should be research-based and supported by relevant theory, data, and citations.

You are encouraged to work in pairs or small groups (of up to three people) although this is not required. If you choose this option, everyone in the group will receive the same evaluation for the media component of the project but a different evaluation for the brief reflection essays each individual will write separately (described in more detail below).

#### *Poster option:*

Create a digital poster using InDesign or MS Publisher and print it on the large format printer at the Student Tech Center. Your poster should contain your own substantial written commentary/analysis as well as actual media content that illustrates your points. Short quotations and excerpts from other works may be included, but they need to be cited. The layout and design should be effective, creative, and engaging. You must have a group of people read the poster. Then you will make a short presentation on the topic outlined in the poster before leading a discussion on the topic. Based on feedback from the first group's reading and discussion you will refine your approach and do the same thing again for another group, from which you should get further feedback. In your reflection essay, describe how you would refine your approach if you led a discussion with a third group, and describe how you would refine the poster if you could revise it further (even though you do not need to revise it).

*Video option:*

Create a 3 to 5 minute video and render it to a file format that can be viewed on a PC computer. This should be an educational video containing both analysis and media content that illustrates your points (interviews may be included in the video of people other than the COMM 440 professor). You must conduct an initial screening of the video with one audience, followed by a short presentation on the topic of video. Then you will lead a discussion on that topic. Based on feedback from the first group's screening and discussion you will refine your approach and do the same thing again with another group, from which you should get further feedback. In your reflection essay, describe how you would refine your approach if you led a discussion with yet another group, and describe how you would refine the video if you could edit it further (even though you do not need to re-edit the video).

**Assignment details**

You will need to submit the following at the end of the quarter:

- A PDF copy of the finished poster or a finished copy of the video file (playable from a PC)
- A PDF file containing your speaking notes for the first and second presentations.
- Scanned PDF copies of written feedback from each discussion, signed by audience members
- A PDF copy of a two to three page double-spaced reflection essay, (one written separately by each person if it is a team project) that includes:
  - o the initial educational goals or objectives of your project, relative to a specified audience
  - o a self assessment regarding how effectively you met those goals with your pilot presentation and discussion
  - o a discussion of how you refined your approach following your initial presentation and the feedback you received
  - o a self assessment regarding how effectively you met your goals with your second presentation and discussion
  - o a discussion of how you would further revise or refine your approach, and your poster or video, if you could work through another revision
- All material must be submitted on a USB drive. Each file on the drive should be clearly labelled with its content and your name(s).

Please note: these materials will not be returned to the student. End-of-term evaluation rubrics can be picked up by students, directly from the instructor, at the beginning of the following quarter. Alternatively, rubrics will be mailed to a student if the student submits a self-addressed and stamped envelope to the instructor with their final assignment.

**Learning Objectives**

Student who complete this assignment should develop the capacity to engage in media production as a means of deepening their media literacy insights and skills. In addition, students should develop the capacity to share media literacy insights with the wider community.

**POSTER Evaluation Rubric**

Poster includes substantive textual elements written by the student(s).	1	2	3	4	5
Poster and presentation demonstrate a solid grasp of relevant media literacy subject matter and appropriateness to specified audience.	1	2	3	4	5
Poster and presentation incorporate insightful analysis/commentary with examples of actual media content in a manner that is supported by theory, data, and citations.	1	2	3	4	5
Reflection essay clarifies initial goals and audience.	1	2	3	4	5
Reflection essay outlines audience discussion, feedback, and refinement based on first delivery.	1	2	3	4	5
Reflection essay outlines audience discussion, feedback, and (potential) refinement based on second delivery.	1	2	3	4	5
Includes written feedback from two different audiences.	1	2	3	4	5
Employs correct spelling, grammar and related conventions in all textual and spoken elements.	1	2	3	4	5
Everything submitted on a USB drive that includes: a PDF version of the final poster, PDF versions of your notes for both presentations, scanned PDF copies of your audience feedback for both presentations, and a PDF version of your reflection essay. Each file should be clearly labelled with its content and your name(s).	1	2	3	4	5
Overall quality, coherence, creativity and attention to detail.	1	2	3	4	5
Total =					/ 50

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

**VIDEO Evaluation Rubric**

Includes a finished, self-edited, 3-5 minute video viewable on standard PC.	1	2	3	4	5
Video and presentation demonstrate a solid grasp of relevant media literacy subject matter and appropriateness to specified audience.	1	2	3	4	5
Video and presentation incorporate insightful analysis/commentary with examples of actual media content in a manner that is supported by theory, data, and citations.	1	2	3	4	5
Reflection essay clarifies initial goals and audience.	1	2	3	4	5
Reflection essay outlines audience discussion, feedback, and refinement based on first delivery.	1	2	3	4	5
Reflection essay outlines audience discussion, feedback, and (potential) refinement based on second delivery.	1	2	3	4	5
Includes written feedback from two different audiences.	1	2	3	4	5
Employs correct spelling, grammar and related conventions in all textual and spoken elements.	1	2	3	4	5
Everything submitted on a USB drive that includes: a video file that plays on a PC, PDF versions of your notes for both presentations, scanned PDF copies of your audience feedback for both presentations, and a PDF version of your reflection essay. Each file should be clearly labelled with its content and your name(s).	1	2	3	4	5
Overall quality, coherence, creativity and attention to detail.	1	2	3	4	5
Total =					/ 50

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