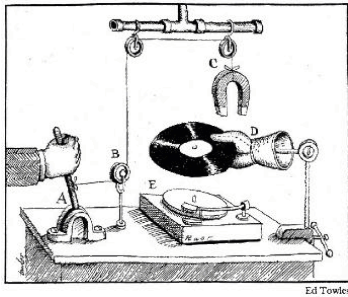


# Media Studies Final Project

engl 110 D / spring 2015 / drew university / chang



Think back to the questions asked at the beginning of the quarter: What are media? Why are media important? How do we read, use, analyze, think about, and understand media texts, technologies, and cultures? How do we understand, analyze, and critique our relationships to media? We have read a wide range of texts, which take up different ideas, arguments, experiences, and purposes. How might we engage what Robert Kolker in *Media Studies: An Introduction* says about these relationships: “the entire complex of social, cultural, and economic events that are generated by and around the media themselves?”

## Mix and Mash

For this assignment, we will borrow and use the “mash-up” and the “mix” from the domains of computers, media, and music in order to imagine and produce a unique kind of writing project. The “mash-up” is the combining, blending, and layering of different texts, sources, even genres to produce a ‘new’ text (sampling, heavy metal mashed with pop, *Harry Potter* and *The Sound of Music*). The “mix” is the selecting and arranging of texts to produce a collection, usually organized around some theme or feature or narrative (80s mixes, dance mixes, road trip mixes). The best mixes and mashes have a central idea, argument, or goal in mind.

Your final project is both a mix and a mash: You will 1) identify a critical question, claim, or concept that will frame and organize your project, perhaps selecting a particular medium or media object as a focus; 2) your claim should demonstrate your engagement with the field(s) and question(s) of media studies, 3) you will develop a paper (preferably multimodal or multimedia) or media object (which also includes writing) that explores, illuminates, represents, and analyzes your organizing claim, 4) an academic bibliography with at least five additional recent, relevant, and useful sources (not counting our texts). Your final project might take the form of (not an end-all-be-all list):

- a more traditional 5-6 page research paper that includes multimodal examples or evidence
- a research paper “remediated” into a shareable Power Point or Prezi presentation that includes multimodal examples or evidence
- an analysis and demonstration of a medium via a user’s guide, research poster, comic, even “how to” video
- a media artifact, such as a short film, animation, recording, web page, digital game, which includes a researched and analytical “artist’s statement” or “project statement”
- an exploration of “remediation” across multiple media

The most successful projects will have a clear frame and specific organizing analytic, will use different kinds of support and evidence, and will demonstrate media studies principles, methodologies, materials, and concerns. Overall, be creative, take intellectual risks, and have fun.

## Guidelines and Due Dates

**Format:** 5-6 pages, academic paper OR the equivalent media artifact  
Papers should follow MLA manuscript conventions, citation and bibliographic format, use 12-point Times Roman, 1” margins, double-spacing, proper heading and name block, page numbers, and single-sided printing, neatly stapled together  
Projects should be neat, complete, preferably easily transported or digitally shared, include academic inquiry, analysis, and writing (of at least 1000 words)  
Both should have complete bibliographies

**Due:** Thursday, May 7, \_\_\_\_\_, to Sitterly 303