

## **EMS 301 SUMMATIVE ASSESSMENT MEDIA PUNDIT INDEPENDENT STUDY**

You will research and write a report on a famous media critic. You should look at the history and biography of the individual to understand clues to influences and experiences that have shaped the critic's outlook. You will then present on theory or concept that the critic is responsible for and then apply this theory to a topic of current interest in the news. Finally, you will inform your fellow students with an Oral Presentation. This presentation should last no more than 5 minutes.

Please note, due to time constraints Power Point, etc. is out, sorry.

Three classes will be set aside for your Oral Presentations. You should be working on the project long before and use your time to finalize research, write or complete the AV aid for your project.

You will need to choose a media pundit from the following list. **If you want to research someone else you will need to clear it with me first.**

George Gerbner, Avi Lewis, Mark Crispin Miller, Malcolm Gladwell, Jon Stewart, Stephen Colbert, Bono (Paul Hewson), Larry Page, Sergey Brin, Arinna Huffington, Evan Williams, Sigeru Miyamoto, Mark Zuckerberg, Steve Jobs, Jeff Cohen (FAIR), Rush Limbaugh, Douglass Rushkoff, Douglas Atkin, Kevin Roberts, Christopher Harper, Glenn Greenwald, Jack Shafer, Rick Mercer, This Hour Has 22 Minutes (Mary Walsh), Amy Goodman, Father John Pungente ... Other? Clear with me first.

### **Expectations:**

#### **There are five components to the summative project:**

1. In your written component (min. 500 words) you must answer the following questions about the Pundit:
  1. Who is the Pundit and what makes them an effective critic of current mass media?
  2. What is the position of the Pundit on media issues? What has made them famous as a critic of the media?
  3. Where is the Pundit from? Where do they work (school, company, organization)?
  4. Why does the Pundit do what they do? What motivates them?
  5. How long has the Pundit been active and what is their history analysing media?
  6. How does the Pundit challenge ideas held about media?
2. For the Theory/Concept assignment (min. 500 words) create a written description of the most notable or noteworthy contribution the pundit has made in the field of Media Criticism. **DON'T FORGET** to create an annotated bibliography sourcing all of your resources including websites for images, etc.

3. Create a Visual Aid for your Presentation. This should be creative and lively. Use the techniques of collage we used in the Movie Poster Assignment if you like. The poster should be a minimum of 11.17. Make sure you refer to the Visual Aid during your presentation. Use the Poster to sum up your points and provide visual examples.

4. Oral Presentation. This short (5 minute) summation of your written assignment allows you to introduce the class to your pundit and quickly outline some key theories or ideas the pundit is known for.

Note: your presentation dated cannot change. Please ensure you are present and ready on your presentation date.

**Evaluation**

Annotated Bibliography	/15
Creative Project	/30
Media Written Report	/30
Oral Presentation	/25
<b>Total</b>	<b>/100 marks</b>