

Description:

The ultimate goal of Assignment 3 is to practice your knowledge and skills to analyze an audio-visual production, providing alternatives and justifications where flaws are identified. You will be given a short video portraying a specific topic or event, where subjective or random choices have been made. You will be asked to elaborate on the strengths and weaknesses of the provided video, using knowledge from the course (chapters 5 and 7 in particular). More precisely, you will be invited to refer to technical, aesthetic and content-related matters, as well as to ethical, legal and social responsibilities consideration. The learning outcomes of this assessment are to:

1. Understand the basic concepts of the mass media and the world of social media.
2. Discuss fundamental concepts of contemporary mediated communication.
3. Explain the role and impact of emerging technologies in modern society.
4. Demonstrate ability to communicate knowledge.

Tasks:

You are required to work on, complete, and submit a 1000-word essay on TURNITIN. You shall:

knowledge.

Tasks:

You are required to work on, complete, and submit a 1000-word essay on TURNITIN. You shall:

1. Examine the below video and decide on a list of elements that you would want to review. Channel these elements into categories and elaborate on their strengths and weaknesses (refer to chapters 5 and 7 in particular):

<https://www.youtube.com/watch?v=3VWS4x0AxIk>

2. For each element, suggest alternatives and describe why your own version would be a better choice.

3. Finally, discuss the matters that you would want to take into account, if you were to produce such an audio-visual product.

Page break

ASSIGNMENT 3: Reviewing an Audio-visu

GROUP:

SECTION: _____

CRITERIA

1. Understanding of Provided Information:

CRITERIA	Poor	Average	Good	Very good
1. Understanding of Provided Information: <ul style="list-style-type: none"> - The guidelines are followed. - Demonstrates well-developed skills to review technical aspects. - Demonstrates well-developed skills to expose the ethical, legal and aesthetic aspects. 	0-3	4-6	7-8	9-10
2. : Exploration and Elaboration: <ul style="list-style-type: none"> - The guidelines are followed. - Valid (relevant) Information are provided. - Reliable Information (quantity and quality of references) are provided. 	0-3	4-6	7-8	9-10
3. Providing valid and reliable information: <ul style="list-style-type: none"> - The guidelines are followed. - Gradual awareness of the theory. - Demonstrates well-developed insights, reflections and substantial depth in perceptions. 	0-3	4-6	7-8	9-10
4. Synthetization and Thesis Statement:				

3. Providing valid and reliable information:

- The guidelines are followed.
- Gradual awareness of the theory.
- Demonstrates well-developed insights, reflections and substantial depth in perceptions.

0-3

4-6

7-8

9-10

4. Synthetization and Thesis Statement:

- Information used appropriately to build logical conclusions.
- Gradual awareness of the theory.
- Demonstrates well-developed insights, reflections and substantial depth in perceptions.

0-3

4-6

7-8

9-10

5. Appropriate vocabulary, spelling and punctuation. Use of grammar is appropriate.

0-3

4-6

7-8

9-10

NOTES