

Media Case Study

Part 1: Analyze a Media Product, Service, or Presence

Examples of media products: books, video games, iPhones.

Examples of media services: Instagram, Netflix, Gmail, Facebook.

Examples of media presences: websites, commercials.

A) What is the exact **name/title**?

B) What **date** was it **copyrighted** or **introduced**?

C) What is the **cost to the consumer**? Be exact. If it's free, say so.

D) Does another company **own** the company/organization that created this? If the entity is the same as the service, repeat 1A. *Get to the end of the ownership trail—the ultimate business owner.*

E) What is the **website** of the entity in 1D? Provide the URL.

F) For the entity in 1D, give the **physical address**: street, city, state, country.

G) Who are the entity's 3 **top officers**? Typical titles: chair of the board, president, CEO, CFO, COO, CTO.

H) **What else** does the entity in 1D **own**? Is it a multimedia business? Name *at least 1 other business*—as in corporate subsidiary, not product.

(If you can't find any, cite specific source URLs where you looked.)

I) How much **money** did the entity in 1D make in the *most recent* period you can find? Provide the income and/or profit in U.S. dollars (or other currency). *Specify the year and/or quarter.* If it's a private company, this might not be disclosed.

(If you can't find this, cite specific source URLs where you looked.)

J) Cite the **specific sources** where you found A-I. *No Wikis!* Attribute everything that is not your direct knowledge. Paste the source URLs into 1 paragraph, separating the URLs with semicolons. No formal citation style needed.

Part 1
A thru J
are worth **3**
points each.
10 x 3 pts.
= **30 pts.**

Part 1 Rubric

3: Complete
2-1: Incomplete
0: Incorrect
or missing

Part 2: State the Problem

2) What's ethically *wrong* with this? *Be clear, specific, and detailed (about 1 page). This must be an ethical problem*, not just a business issue. (Don't assert that something is too expensive—and therefore, it's unethical. That won't earn points.) Identify an ethical problem, like dishonesty, hypocrisy, disrespect, exploitation, promise-breaking, etc. Then, identify *who is harmed* by the unethical situation. Include URLs (in parentheses) for sources you use.

Part 2
is worth
30 pts.

Part 3: Apply Your Ethical Process

3) Address the problem in Part 2 and show how your process would help resolve the problem. *Use all the steps as you wrote them in your previous paper. Apply them in order. Be clear, specific, and detailed (about 1 page).* Show how you can make this problem better. *What value do you bring with your ethical process?*

Part 3
is worth
30 pts.

Writing and Formatting

- ▶ Number all your answers: **1A)** through **1J)**; **2)**; and **3)**.
- ▶ Use correct spelling, grammar, punctuation, etc.
- ▶ Use a typeface like Cambria or Times New Roman. **Make it 12 point size.**
Don't use a smooth (sanserif) typeface.
- ▶ Double-spaced (**not** single or 1.5).