

Media Analysis Paper

The media permeates and saturates virtually every aspect of our lives, but we seldom analyze it beyond our initial response to the product they are peddling. However, in order to be effective consumers, that is exactly what we must do! We must turn on our brains and analyze what the images and products we are buying say about us -- both as individuals and as a society. For this assignment you must **analyze** a piece of media, which essentially means you must take that image, advertisement, or movie and break it into its components and examine those components carefully.

Choose one of the following essay prompts, and a corresponding piece of media, and write a well-developed, cohesive essay about the different elements presented within.

*Essay 3 must adhere to MLA guidelines in order to receive full credit:

- Each essay MUST be typed, double-spaced, with a 1 inch margin on each side and a running header with your last name and the page number in the upper right hand corner.
- Each essay must be a 12 pt. font (Times New Roman)
- Each essay must have your name, my name, the course name, and the date in the upper left hand corner.
- Each essay must have a centered creative title. Do not underline it.
- Each essay must be at least **three (3)** full pages in length. Any paper not meeting the length requirements will not be accepted.
- Each formal out of class essay must be submitted to www.turnitin.com on or before the due date

Note: Failure to comply with these specifications will result in a terrible loss of points.

Prompt #1

Analyze stereotypes (or lack thereof), the main character(s) (limit two), or the themes (limit three) in either a movie or a video game of your choosing. I recommend choosing a movie/game you can sit through a couple of times. Do not analyze all three of these things; however, a character, for instance, may be stereotyped or play an important part in a theme, so it is okay to include these ideas if they are relevant to your analysis of one element. Things you should consider when looking at the above elements include: cinematography, dialogue, lighting, music, story, genre, and audience expectations. Then try to draw some conclusions about the audience of this particular movie/game. Are they reinforcing these ideas by paying for a ticket/ buying the game? How culpable is the audience in what is displayed on the screen?

Note: Do not spend more than one paragraph summarizing the movie/game. Although it may help to choose a critically acclaimed movie/game or one that has won an award of some nature, you do not need to. If you do choose a movie/game with serious or extensive reviews, do not simply recycle what the critics say!

Prompt #2

Print ads make a complex argument in a very limited space -- even if they are on huge billboards. Analyze a print advertisement of your choosing (you may want to pick one that you feel strongly about). Look both at the appeals and the visuals presented in the ad that assist with these appeals. How are these appeals conveyed? How do they affect the audience? Who is that audience? What does that say about the audience that looks supports or responds to these ads? You may want to start by describing the advertisement; if so, keep it brief. The real description should be sprinkled throughout the various paragraphs that are analyzing different aspects of the advertisement. Berger's "Checklist for Analyzing Print Advertisements" might help here. (Consider things such as: who is in the ad (is it anyone famous?), color, space, mood, design, product being sold, models used (race, gender, class of those models), use of text, and where the ad is found. Also, try to boil down the advertisement's argument to its most extreme message.

Note: You must turn in a copy of your advertisement to me with a cover page with the title of your paper and your standard information on it on the day the paper is due or attach this information in the file submitted online.