

For your Media Project Essay (3 pages, typed and double spaced), you have several different projects from which you may choose. This also will be the basis of your short class presentation, which will be given during the last class meeting.

1. Research:

A. Go to the public library and read the microfilm issue of two major newspapers from the day you were born. Compare it to a microfilm issue of the same newspapers on your birthday from 100 years earlier. What were the major stories, locally, nationally and internationally on those two respective days? How do the newspapers differ in their content? Compare the two issues as far as story length, design, advertising, layout, price, classified ads, writing style and subject matter. How do they differ at all from newspapers today? Write an essay of three pages, typed and double spaced, discussing these questions and any other information that you find interesting or pertinent. If you choose this option, it might be good to make some copies of examples of items in each of the newspapers that you think are remarkable or worthy of discussion.

2. Development:

- A. Develop a proposal concept for a "How To" book that specializes in something you know about and believe that there would be a market for. Who would be your target audience? Consider "demographics" (i.e. your target age group, income level, single/married/family status, profession/economic status, typical interests, etc). What will you title your book? (something catchy is always best). Go to Barnes and Noble (or Amazon.com) to see which books will compete with yours. Discuss why you believe your book will outsell others like it. What will be the format of your book? How many chapters and pages will your book have? (Make sure to include a discussion of the chapter breakdown for your book, and perhaps supply titles for them). Will it be hardbound, softcover, or both? Will it have illustrations? If yes, what type (drawings, photographs, charts, sketches, etc.). How would you go about promoting and marketing your book? Where would you hope to sell it? How much do you think the retail price should be? Who do you think might publish it? Write a three-page proposal, typed and double spaced, in which you pitch your book to a prospective book publisher.
- B. Develop a proposal concept for a specialty magazine that you think would be marketable. Why is there a need for a magazine such as this? What will you title your magazine? Who would be your target audience? (Consider "demographics": age group, income level, single/married/family status, profession/economic status, typical interests, etc.). Visit Barnes and Noble to see which magazines yours will be competing with. Why will your magazine outsell others like it? How many issues per year would you be creating (weekly, bi-weekly, monthly, bi-monthly), how long would it be, and what do you anticipate would be your total circulation? How will you distribute your magazine, and what would be the subscription price per issue (either digitally or on the newsstand, and/or the yearly subscription rate)? How many subscribers do you realistically expect to attract? What would be the "nuts and bolts" of your magazine? (regular articles that would appear in every issue, as well as specialty features). Come up with headlines for at least six specific stories that the first issue might contain. Also (VERY IMPORTANT) consider advertising potential for your new publication. Who would you approach to advertise in your magazine? List at least five target areas for your magazine (automotive industry, cosmetics, sports equipment, alcoholic beverages, etc.) Write a proposal of three pages, typed and double spaced, in which you pitch your magazine to a prospective publisher.

- C. Develop an advertising campaign for a product or service that you think there is a need for, and which you think would be marketable. What would you call it? (something original and catchy is always best). Describe the concept for your product or service. What is it? Why is there a need for it, and why will people want to purchase it? Develop a strong catch phrase, slogan or jingle for your product or service to accompany all advertisements that you think would make it stick in the minds of your audience members. Who would be your target audience? Whom do you think would purchase this? (Consider “demographics”: age group, income level, single/married/family status, profession /economic status, typical interests, etc.). Remember that products can be sold in stores or online, while services should be attractive to the local population who live in the immediate area. Where would you advertise this product or service (newspapers, magazines, radio, television, billboards, bus stop benches, online)—be most specific about this, supplying some names of actual media outlets. How much do you think your product or service should sell for? Write a plan of three pages, typed and double spaced, in which you outline your product (perhaps providing a mock-up or drawing of your product or service if necessary), in which you outline what you are selling and your strategy for success.
- D. Develop a concept for a new radio or television station that you think would be unique and profitable. What would you call it (what would be the “call” letters?—remember that something catchy and original is always best). Describe the programming format for your radio or television station. Why is there a need or desire for it, who would tune into it, and why do you think it would be successful? How would it be unique and tap into a particular audience whose listening or viewing needs are not already being met? What would be your target audience? Whom do you think would purchase this? (Consider “demographics”: age group, income level, single/married/family status, profession/economic status, typical interests, etc.). Would it be available over the airwaves, or only through cable/satellite mediums? Create a mission statement, outlining the particular broadcast goals of your radio or television station. Create a mock up of a typical day’s program schedule, and give some examples of frequent daily or weekly programming. Consider: would the station’s programming differ from the day to evening hours? Also (VERY IMPORTANT) consider advertising potential. Who would you approach to advertise on your radio or television station? List at least five target areas for advertising (automotive industry, cosmetics, sports equipment, alcoholic beverages, etc.). What kind of contests, promotions or other events might your radio or television station sponsor? Write a proposal of three pages, typed and double spaced, in which you outline the format and content, and pitch your radio or television station to prospective investors.

3. Media Investigation:

- A. After we discuss the “15 Ways Ads Appeal to Consumers” in class, do your own research into advertising that appeals to the “inventory of human motives.” These 15 appeals are:
1. Need for Sex: “Sex sells,” according to the old cliché. It is one of the most basic human instincts. Only two percent of television ads use this appeal.
 2. Need for Affiliation: The largest number of ads use this approach: You are looking for friendship. Advertisers can also use this negatively, to make you worry that you’ll lose friends if you don’t use a certain product.
 3. Need to Nurture: Advertisers may use a puppy, kitten, or a child to appeal to a consumer’s material or paternal instincts.
 4. Need for Guidance: A father or mother figure can appeal to your desire for someone to care for you, so you won’t have to worry. Betty Crocker is an example.
 5. Need to Aggress: We all have had a desire to get even, and some ads give consumers this satisfaction.
 6. Need to Achieve: The ability to accomplish something difficult and succeed identifies the product with winning. Sports figures as spokespersons project this image.
 7. Need to Dominate: The power we lack is what we can look for in a commercial: “Master the possibilities.”

8. Need for Prominence: We want to be admired and respected, to have high social status. Tasteful china and classic diamonds offer this potential.
9. Need for Attention: We want people to notice us; we want to be looked at. Cosmetics are a natural for this approach.
10. Need for Autonomy: Within a crowded environment, we want to be singled out, to be “a breed apart.” This can also be used negatively: You may be too ordinary without a particular product.
11. Need to Escape: Flight is very appealing; you can imagine adventures you cannot have. The idea of escape is pleasurable.
12. Need to Feel Safe: To be free from threats, to be secure is the appeal of many insurance and bank ads.
13. Need for Aesthetic Sensations: Beauty attracts us, and classic art or dance makes us feel creative, enhanced.
14. Need to Satisfy Curiosity: Facts support our belief that information is quantifiable, and numbers and diagrams make our choices seem scientific.
15. Physiological Needs: Ads using this approach appeal to our need to sleep, eat and drink; for example, ads for pizza and fast food are especially appealing late at night.

Search for print and/or television ads (new or old) that fit each of these 15 categories. Then, write a three-page, fully-formed essay (with an introduction and conclusion) in which you write one short paragraph for each ad, explaining how each ad appeals to a different category of the “inventory of human motives” that advertisers commonly use. Be sure to either scan, download, or note where you found your ads so that we can see them in class during your presentation.

- B. After reading Jean Kilbourne’s essay “Two Ways a Woman Can Get Hurt” on pages 457-480 of your textbook, do some research into print and/or television commercials. Find at least 15 advertisements (new or old) that you personally consider to be tasteless and/or offensive, either to women, minorities, other groups, or for whatever reason(s) you can identify. Then, write a three-page, fully-formed essay (with an introduction and conclusion) in which you identify and discuss each ad in a short paragraph, explaining how the ad might be considered offensive. Be sure to either scan, download, or note where you found your ads so that we can see them in class during your presentation.