

ENG 3850

Writing about Culture & Society



Final Project & Presentation

Summary

Choose a single pop culture text or closely related group of texts and analyze them based on what you have learned this semester. Present your analysis for the class

Basic Requirements

First and final drafts need to be multimodal, including more than one mode of communication. Content should be equivalent to approximately 2000 words.

Due Dates

Proposals are due on **Monday, April 3rd**

First drafts are due on **Wednesday, April 12th**

Final drafts are due on **Wednesday, April 19th**

Presentations will be given on **Monday, April 17th, and Wednesday, April 19th**

Learning Objectives

- To apply theories of culture to a pop culture text.
- To better understand course material through application.
- To make and support claims with evidence from a text.
- To incorporate multiple modes with written text.

Basics

The basics are the minimum requirements for the Final Project.

- Choose a single pop culture texts or closely related group of pop culture texts. This may include anything discussed this semester, such as movies, TV programs, video games, music albums, podcasts, online digital video, websites, sporting events, etc.
- Analyze the texts using multiple tools and lenses we have discussed during the semester, such as discourse, societal values, consciousness raising, therapy, distraction, semiotics, oppression & liberation, dominant ideologies, identity, corporate control/subversion, affect, and globalization. Your analysis should include **at least 3** tools or lenses, but more are encouraged. Select these mindfully based on the text you have chosen.
- Include multiple modes of communication. These modes are likely to be different depending on the text you've chosen. For example, a video text would likely include video clips. The minimum expectations are to include at least images and/or links to other media, but you are encouraged to create your project in an entirely digital format, such as a video, podcast, or slide presentation.
- Submit your first and final drafts in Google Drive in your class folder. First drafts must also be shared with your peer review group. Your files should be named with your name, your class, and the assignment (i.e. Malcolm Reynolds ENG 3850 Final Project).

Presentation

The presentation will be given in front of the class and will be a brief **4-5 minute** summary of **one aspect** of your analysis. You are expected to include multimedia content in addition to your spoken presentation. The type of media you choose will depend on the text you have chosen, but this media should be utilized to help you make points about the text. For example, if you are analyzing a TV show or movie, video clips or screen captures would be appropriate, if you're analyzing an album, audio clips will make more sense, and if you're analyzing a webpage, it may be appropriate to give a walk-through of the site. Media and analysis may be taken directly from the final project or may be explored in greater depth. A PowerPoint, Prezi, or other slide presentation is required to help you organize these media.

Grading

First drafts will be grade on the "Basics" above. Final drafts of both the project and the presentation will be graded on a scale of A to F. Your grade will be based on the following criteria:

Final Project:

- **Central claim:** You have organized your project around a central claim. All analyses flow into this claim. You do not get off topic by exploring areas not related to the claim.
- **Analysis:** You analyze various aspects of the text by exploring specific areas discussed in class. Your analysis is both well-constructed and provides insight into our understanding of the text. At least three areas discussed in class are included in your analysis.
- **Focus:** You stay focused on your claim and the areas you have chosen to analyze. No content is included that does not connect directly to the claim and analysis.
- **Examples:** You provide specific examples from the text, including (but not limited to) quotes, clips, screen captures, and links. Examples are explained clearly and integrated into the text thoughtfully.
- **Multimedia:** You present your examples in multiple modes. These are selected carefully, integrated well into the text, and explained.
- **Organization:** You have organized your project into segments that focus on a single topic. Segments are ordered to help your audience understand well. You provide an introduction to orient readers, and a conclusion that summarizes your main points.
- **Manuscript preparation:** You have met the guidelines of the assignment and have changed your first draft based on suggestions from me and your peers. Main suggestions are not ignored, and small changes are not made when large changes are necessary.

Grading (Continued)

Final Presentation:

- **Summary of analyses:** You cover the central claim and a single area of analysis.
- **Depth of analysis:** The area you have chosen is covered in details.
- **Preparation and poise:** You have prepared and practiced your presentation in advance. You have worked out timing and prepared when and who to show media.
- **Slide presentation:** You have prepared a PowerPoint, Prezi, or other slide presentation. You have used this medium to help you demonstrate your points.
- **Media use:** You have included appropriate additional media in your presentation: this may include images, very short video clips, audio, or other appropriate examples.
- **Integration and explanation of media:** You have explained what we are to notice in the media and why it helps to demonstrate the points you are making.

Grades

- A: You exceed expectations for the assignment. You have met all criteria and gone beyond.
- B: You meet all expectations for the assignment.
- C: You have minor problems meeting some or all expectations for the criteria.
- D: You have major problems meeting some or all expectations for the criteria.
- F: You do not meet the minimum expectations for the assignment.