Part One: Choose a media text or set of texts for analysis—videogames, television shows, films, albums, magazines, websites, or something else we can agree upon as a media “text.” You should formulate a question that you wish to answer via analysis of that particular text or set of texts. Examples of possible questions include the following (but you can ask a different one, of course):

- How does this text break from typical genre conventions (ex: How is Glee different from the typical musical)?
- How is masculinity constructed in this text (ex: How does Mass Effect construct the character of Colonel Shepard, and how does that portrayal change if the player chooses a female protagonist)?
- How do specific media affect the stories that are told in different transmedia forms (ex: How does the story of Buffy the Vampire Slayer change as Whedon takes it from television series to comic book form)?
- How is consumerism constructed as natural in this text (ex: How does Project Runway integrate advertising and sponsorship into its format)?
- Your idea here!

Part Two: Drawing from the class readings (at least two) as well as outside sources (another two), you should analyze your text to answer your question. Remember that your question (as above) should not be phrased as a yes/no question (too easy) or a ‘why’ question (impossible) to answer. Please come talk with me or Flourish if you are having trouble deciding on a question. Be sure to address the following in your paper:

- Be sure to indicate exactly what your research question is. If we can’t figure it out, you’ll drop a full letter grade. Also, why did you choose this text and question? What is so interesting about this question to you?
• Tell us exactly what edition/episode/version of media text you are using for analysis, and how to find it if it’s non-obvious. Give a release date, as well as creator information (developer, author, publisher, location, that sort of thing).
• Give some context for the creation of the media text you’ve chosen (for example, Joss Whedon is on record as wanting to create media that features strong female characters; Activision, not so much). What features make it unique, or perhaps a good example of “a run of the mill reality show”?
• To answer your question, you’ll want to read/listen/play/experience your text at least two or three times. Keep notes on what stands out to you as relevant to your question. Consult the class readings to gain more insights (for example: what’s missing from the text you’re studying? Is there something that one would expect to be addressed, that isn’t? Or is there some absence that is so normal that it’s unremarked on, such as soldiers that are all male?).
• In writing your paper, use those details and context to make your points. If you’ve found other sources that also examine your text, you can include (and cite!) their analyses as well—both if you want additional support for your arguments, or (even more interestingly) if you want to argue with those interpretations. The more details you can give from your media text, the stronger your argument and paper will be.
• Make sure you have at least four strong examples that support your argument. The more vivid (or descriptive) you can make those examples, the better.
• Make sure to wrap up your paper. Did you find what you expected to find, or did your analysis surprise you? What further questions does your analysis raise?

Nut & Bolts:

• The paper should be at least six pages in length (approximately 1500 words)
• Use a 12-point font; double-spacing, and 8.5 x 11 inch formatting with normal margins
• Give the paper a title
• Insert page numbers
• Indicate your section
• Include a reference list of all sources consulted, in MLA or APA style (failure to do so will result in failure of the paper)
• Please proofread, both using spell checker and your own eyes. Also check for awkward phrasings and vague allusions. Be clear and concise. Omit needless words!
• If pictures help, feel free to include them, but remember that they do not count towards your word count. Also include a caption detailing where the image came from. Likewise, if there is a Youtube video or mp3 file that is a perfect example illustrating an argument of yours, include a footnote with the URL for that clip.
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