Media Analysis Project

On 3 SEPARATE WEEKDAYS (not weekends), watch/listen/read to each of the following kinds of news:

1. **Commercial TV** – One hour of major TV network news  CBS, NBC or ABC
2. **Cable TV** – One hour of major TV cable news  MSNBC, CNN or FOXNEWS
3. **Written Blogs** – must relate to the news you watched in 1 & 2 and be fairly lengthy so as to cover each topic you watched on the commercial and cable news (above).

You need to do this **TWICE (in TWO DIFFERENT WEEKS)** for a total of 6 hours of news.

You need to cite what day/time/channel you watched at the end of your paper.

The research aspect of this assignment must be done over the course of ONE week, at a time, so that the news material is largely the same and that it remains fresh in your head.

Take notes as you are watching. Do the write-up right away so that your analysis is still fresh in your mind. In a 5 page essay, COMPARE/CONTRAST the 3 types of news using the following:

1. **Content** – What types of stories were covered?
2. **Depth** – How well were the issues explained in detail?
3. **Demographics** – What demographics were the stories/presentations geared towards?
4. **News Quality** – Does what was covered on EACH media outlet constitute “news” to you?

Compare/contrast each weeks news to the other sources and compare/contrast the two different weeks that you watched.

Essay Requirements:

- Staple – no report covers
- Double-spaced, 1" margins, Times New Roman 12pt font
- Minimum 5 pages
- Ask questions if you don’t understand any aspect of this assignment

Grading:

- Clearly written with each objective specifically explained and answered = 50%
- Thoroughly analyzed: Student has provided critical thoughts of your own with some depth to the discussion. Multiple thought discussed for each assignment objective = 25%
- Mechanics: college-level spelling and grammar = 10%
- Correct essay format, properly typed and formatted according to instructions = 15%

1. **Introduction** – methodology (what did you watch, when and where)
2. **Content** – what types of stories were covered?
3. **Depth** – how well were the issues explained in detail?
4. **Demographics** – What demographics were the stories/presentations geared towards?
5. **News Quality** - Does what was covered on EACH media outlet constitute “news” to you?
6. **Conclusion** – What did you learn from this assignment?