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Five Question Analysis Essay

The Five Question Analysis Essay is a scaffolded assignment, which means that you will submit it gradually in sections and have an opportunity to make revisions to incrementally improve your grade. The complete assignment is worth 300 points or 30% of your final grade.

Please pay careful attention to these guidelines and make sure you follow all instructions in order to avoid grade deductions.

Selecting a Media Artifact.

Choose a short piece of online media you find both appealing *and* ideologically problematic. Examples might include commercials, music videos, movie clips, comedy sketches, news segments, etc., for which you can find a link on YouTube or other non-pay online video platform. If you find the media appealing but not problematic, choose something else. If you find the media problematic but don't understand its appeal, likewise, choose something else. You should be able to recognize a tension between your own attraction to the media and the unease you feel about that attraction. For instance, ask yourself if the media spreads misinformation, reinforces stereotypes, exploits or insults a group of people, objectifies human beings, or otherwise causes harm, intentionally or unintentionally.

Your answers to questions 1 and 2 are due in class, in hard copy, for peer review on Monday, February 6, then online in Moodle by 11:59pm that night.

For each section of your paper, you will be given time in class to share your work with classmates for an opportunity to receive feedback and critique. You will then have a few hours to incorporate their feedback before the final Moodle deadline of 11:59pm.

Your submission online should look like this:

Your Name

Date Submitted

Applying Questions 1 and 2

Title of Media Artifact Analyzed

Link to Media: <http://www.pastehyperlinktoyourchosenmediahere.com>

1. Who created this message?

Insert your answer here. (An answer of about 200 words per question is a good target. If you're writing fewer than 200 words, your answer may be lacking detail, depth, or breadth. On the other hand, if your answer is significantly longer than 200 words, it may lack focus.)

2. What creative and/or persuasive techniques are used to attract my attention?

Insert your answer here.

Question 1 Grading Criteria:

- Learning Objective 1 (Q1L1): Student can accurately identify the author(s) - individual(s) and/or corporate - of this media artifact.
- Learning Objective 2 (Q1L2): Student can accurately identify the context and mechanism of this media artifact's production.
- Minimum Component Requirements: Apply question one and its sub-questions to this media artifact in order to accurately explain the authorship, context, and production mechanism for this media artifact.

Question 2 Grading Criteria

- Learning Objective 1 (Q2L1): Student can accurately describe aspects of the creative language used to produce this media artifact.
- Learning Objective 2 (Q2L2): Student can accurately describe aesthetic qualities in the media artifact (as described in the reading: formal qualities, story, visual symbols or metaphor, etc).
- Minimum Component Requirements: Apply question two and its sub-questions to this media artifact in order to accurately describe the creative languages and persuasive techniques used in this media artifact.

Your answers to questions 3 and 4 are due in class, in hard copy, for peer review on Monday, February 20, then online in Moodle by 11:59pm that night.

When you submit your answers to questions 3 and 4, you will also copy/paste your previous answers to 1 and 2. These will not be re-graded, but they offer important context to the grading of your next round of answers. Your submission online should look like this:

Your Name

Date Submitted

Applying Questions 3 and 4

Title of Media Artifact Analyzed

Link to Media: <http://www.hyperlinktochosenmedia.com>

1. Who created this message?

Insert your answer here.

2. What creative and/or persuasive techniques are used to attract my attention? Insert your answer here.

3. How might different people understand this message differently from me?

Insert your answer here.

4. What lifestyles, values and points of view are represented in, or omitted from, this message?

Insert your answer here.

Question 3 Grading Criteria:

- **Learning Objective 1 (Q3L1):** Student can critically evaluate the influence of their own ideological and cultural assumptions on their understanding of this media artifact.
- **Learning Objective 2 (Q3L2):** Student can apply empathy and curiosity to their reading of this media artifact in order to consider relevant viewpoints other than their own.
- **Minimum Component Requirements:** Apply question three and its sub-questions to this media artifact in order to accurately explain their own viewpoint and why that viewpoint might differ from others.

Question 4 Grading Criteria:

- **Learning Objective 1 (Q4L1):** Student can analyze and critique embedded values and perspectives in this media artifact.
- **Learning Objective 2 (Q4L2):** Student can identify and discuss relevant values and perspectives that have been excluded from this media artifact.
- **Minimum Component Requirements:** Apply question four and its sub-questions to this media artifact in order to accurately identify and discuss both its embedded and omitted ideologies, viewpoints, and biases.

Your answer to question 5 is due in class, in hard copy, for peer review on Monday, March 13. Your revision is due online by 11:59pm on Monday, March 13, in Moodle.

When submitting your answer to question number 5, you will have a unique opportunity: you may revise your previous answers based on faculty feedback and ask for reconsideration of your score. Each component score can only receive a bump of one step. In other words, a \checkmark can be bumped to a $\checkmark+$ but not to a full $+$. To request a re-grade of your revisions, you must note the revisions and re-grading request in red as outlined below when you submit your answer to question 5. You may revise any section of your paper that received less than a full $+$ mark, but these revisions are not required.

Your submission online should look like this (only add notes in red if you've made revisions and want to request a regrade):

Your Name

Date Submitted

Applying Questions 5 with Revisions as Noted

Title of Media Artifact Analyzed

Link to Media: <http://www.hyperlinktochosenmedia.com>

1. Who created this message? — Answer revised; please re-grade.

Insert your answer here.

Revision note: My original submission received a \checkmark on the Q1L1 and a $\checkmark-$ on Q1L2. Based on feedback, I have tried to strengthen my identification of the author and to be clearer about the context and mechanism for this media's production in hopes of increasing those scores to $\checkmark+$ and $+$ respectively.

2. What creative and/or persuasive techniques are used to attract my attention?

3. How might different people understand this message differently from me?

Insert your answer here.

4. What lifestyles, values and points of view are represented in, or omitted from, this message?

Insert your answer here.

5. Why is this message being sent?

Insert your answer here.

Question 5 Grading Criteria:

- **Learning Objective 1 (Q5L1):** Student can look beneath the obvious surface intent of this media artifact in order to identify its deeper, subtextual purpose.
- **Learning Objective 2 (Q5L2):** Student can draw cohesively from their collective observations in response to questions 1-4 in order to synthesize an overall response to this media artifact's purpose.
- **Minimum Component Requirements:** Apply question five and its sub-questions to this media artifact in order to accurately identify the deeper intent of this media artifact and the significance of that intent.



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