Making Media Magic

Your Media Lit Final Project

Here's the project you've been waiting for! It's a chance to take your understanding of the mass media and apply it to your own creation. Having studied media history, its landscape, technology & content, as well as potential motivations, limitations, constraints, and other forces that influence media sources & messages, **you will now create your own media product!**

You may do this as an individual or as a group (not to exceed 6 members). You get to determine which type of media product it will be, but it must be a complete product (i.e. a full online magazine, half-hour news or talk show, sit-com, phone app, podcast, etc.), including advertising the way it would appear alongside the content. So, if you choose a magazine, you will submit something that looks and feels like a real magazine. If it's a TV news program, you'll submit a viewable news program. For a podcast, we want to hear the content and the advertising. While we may have to make a few adjustments depending on your choices, **you should make your creation as close to a real media product as possible!**

In addition to the product itself, you will also submit a typed rationale & analysis for your project. This piece of the project should include the following:

√ The type of product (e.g. women's magazine, late-night talk show)

√ The title & "mission statement" (e.g. why it's called "Self" magazine & what you see as its purpose for being)

√ A demographic & psychographic description of your target audience, plus rationale for why you believe this will effectively reach them

√ A written analysis of the strengths & limitations of the medium you selected & how you addressed those in the creation of your product

√ A brief analysis of the fact that you are owned by a large corporate entity like Disney, AT&T-Time Warner, or 21st Century Fox, or a public entity like the Corporation for Public Broadcasting, and how that might affect the content of your product

√ An explanation of your advertising/editorial ratio (publication/website) or of the amount of time devoted to each (Radio/TV/Podcast) and why this is consistent with what is "typical" for your type of media product

√ A list of at least TEN (10) potential advertisers that would be attracted to your target audience & WHY each would be attracted

√ A brief explanation of HOW/WHY THREE (3) of these advertisers would watch your content carefully and what type of content concerns might surface for them based on the type of content you offer and project to offer in the future

√ An original advertisement inserted in your media product from one of these advertisers (you create the ad and insert it into your product)

√ At least ONE (1) original written piece from each group member (e.g. *for a magazine*: everyone writes one article, then fill in with existing articles, plus create an original cover design; *for a TV news show*: everyone writes one news story, then fill in with existing stories*; for a sit-com, podcast, or web site*: the assumption is that everyone will contribute to the writing and/or any visual design concepts)

You will present your creations in a gallery-style forum during the last week of the term. The week before that will be devoted primarily to workshop time for you to create your media product; HOWEVER, you will need to allocate a good chunk of time outside of class in order to achieve a quality result. So, begin brainstorming concepts & ideas right away, and communicate with potential group members now! Speaking of group members, **YOU** are responsible for their performance because **YOU** will choose who's in your group! (And you will evaluate them as in the past.)

You will be evaluated based on the following:

• The quality of all the requirements listed above **(90%)**

• The quality of the overall product presentation (i.e. how enticing & compelling it is; how close to "real" it appears). It can't be all "sizzle" (flashy graphics, sound effects, etc.) and no "steak" (substance and content). **It must be a quality combination of the two.** It must be attractive enough to reel in your audience, and it must have enough quality substance to keep them. Clearly, with media, presentation matters!! **(10%)**

Presentation Date: _____

Presentation Points: _____