Bednar
COM 604: Critical Media Theory
"My Media" Project

Start with a physical, portable communications media technology or object that you can bring to class. Think about how the technology is integrated into your personal identity, way of life, subculture, etc.   Think about its "affordances" and "constraints" (see Schrock 2015): what kinds of communication does it enable and what kinds of constraints does it make on those using it as an interface for communication? Think about how it might relate to something we've read in class so far this semester. Do some research on the technology, locating and studying at least two different published sources that will help you situate it in the phenomena we have been studying so far in the class. Then prepare a 3-minute presentation to the class that shows how you personally interface with the media artifact <u>and</u> what you think about how it works in the context of media & culture more generally. Along the way, you must critically engage at least one of the readings from the course so far, and two published sources we haven't read as a class.

As you look for sources and think about what you will say, here are some good angles to explore as you figure out the most effective way to focus your presentation: how the artifact is/was *represented* (especially what cultural concepts are used to sell it in ads, etc.); how it is/was *produced* (and by whom, within which organizational culture, and why that matters); how it is/was *consumed* (and by whom, and with what practices); what legal policies and social practices *regulate* how (and by whom) it is/was used and not used; and which social *identities* (personal, age, gender, class, ethnic, racial, etc.) are/were associated with it (and by whom and why).

You probably won't find sources that address all of these overlapping elements, but work to address more than one. Also challenge yourself to make at least one of your research sources a peer-reviewed scholarly source from an academic journal or book.

Finally, in addition to the engaging 3-minute presentation you will perform, you will also turn in a *one-sided, single-spaced, 1-page document* that provides a detailed outline of your presentation and includes full citations for the sources you used.