CMS 3110 – Media Industries

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**Short Paper Outline**

A summary of this project:

* 2-3 page assignment (double-spaced, 12 point type)
* formal in-text citations required (Use an accepted style, MLA or APA, etc.)
* complete bibliography required
* final submission via D2L.

**Writing the Paper**

Write a 2-3 page paper on a film or media company of your choice, identifying whether and how the company exemplifies the two models of media identified in Croteau and Hoynes.

Initial Steps:

* Identify a film or media company that is part of a media conglomerate.
* Use the Media Family Tree (uploaded on GaView) or other media landscape map (like “Who Owns What?”) to guide you.
* You can choose a company that interests you academically or professionally; a company you’d like to find out more about, or a company with which you already have knowledge and/or experience.

Once you have identified the company, you are ready to write your paper.

Here are **the mandatory inclusions** of your paper, acceptable in any order and combination:

1. General identification of the company (E.g. name, origin, brief history, area of business, any major players – high profile executives, etc.)
2. Identification and explanation of the two models of media outlined by Croteau and Hoynes.
3. An example of how the company you have chosen exemplifies, or doesn’t exemplify both models.
4. Discussion of which media model the company you have chosen exemplifies most and an example of how this company serves this interest.
5. Minimum 4 bibliographic entries: (at least 2 non-academic, and 2 academic/scholarly)

**Points Awarded**

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| --- | --- | --- |
| **Category** | **Points Possible** | **Points Awarded** |
| Description of company background | 5 |  |
| Definition and understanding of media models | 3 |  |
| Application of media models to company | 5 |  |
| Structure, use of citations and bibliography | 2 |  |
| **Total** | **15** |  |

% Final Grade 15