COMM 120 Mass Media and Society

Topic Paper Assignment

Paper Mechanics:

- Students will complete a 3-5 page paper on an APPROVED media topic.
- APA Style, In-Text Citations
- Double Spaced, 12 point type
- At least 5 sources (only 2 internet sources .com, .net, .org and .edu) APA style Reference Page
- No title page
- Paper will be based on a thesis statement and contain no first person.

Paper Content

1. Define and describe your topic, including important terms and relevant organizational structures.
2. Address the historical significance of your topic, including its evolution over time and the major laws influencing its development (if this applies).
3. Explain the role of your topic in the interplay among society, mass media, and culture and the shaping of media messages.
4. Describe how the concepts of convergence, concentration of ownership and conglomerates relate to your topic and the implications they have on your topic.
5. Predict/Project the future of your topic based on researched information
6. Have a clear introduction, thesis, body and conclusion to your paper

Rubric

Paper Mechanics 10 points (3-5 pages, 12-pt type, double-spaced, no title page)

APA In-Text Citations 10 points

APA Reference Page 10 points (at least 5 sources)

Paper Structure & Organization 20 points

Paper Content 50 points
**Possible Paper Outline**

1. **Introduction**
   a. Description and definition of the topic
   b. Brief historical background
   c. Thesis: ________________ has played an important role in ______________ because of ______________, and its influence will continue in the future because of ________________.

2. **Body**
   a. Support area 1—Readdress any historical significance and influence of laws on topic
   b. Support area 2—Focus on interplay with mass media, culture and shaping of messages
   c. Support area 3—Address convergence, concentration of ownership, conglomerates and their impacts on your topic
   d. Future of this topic

3. **Conclusion**
   a. Reiteration of thesis
   b. Projection into the future or final thoughts