SOC& 201 - MEDIA ANALYSIS PROJECT

Points: 150 Date Due: Week 7

This project is worth 15% of your total grade and involves choosing a particular social problem (past or present) that you will critically examine in three different countries’ online news media (one being the US). For example, one might choose to look at illegal immigration from the perspective of news articles from Australia, Canada and the United States. (This can be one specific global event, or a common social problem experienced in different countries).

Here is how you should proceed with this project:

1. Choose a social problem and 3 countries’ online news media

Recalling the concept maps we made in Week 3 choose a social problem that you are interested in and three countries that you feel experience this social problem (you should be able to state why). You could also look through our syllabus and class material, or note issues that have been prominent in the news to find inspiration. Choose reliable, reputable and trustworthy news sources from your countries (again, you should be able to justify your choice), and then search for one article from each country that discusses the problem in some way.

1. Analyze your media articles

To analyze your media, first thoroughly read the articles selected, noting the following:

1. *The Problem & its Actions/Solutions*
   1. How is the social problem framed or being presented? What causes are stated/alluded to?
   2. What actions or solutions (if any) are presented in each of the countries’ articles?
   3. If data/research is presented, where is it derived from? From whose point of view is it being presented?
   4. What specific kinds of language, symbols, imagery, are used to frame the problem/action? What elements are missing from this story?
2. *Theoretical Perspective(s)*
   1. What theoretical perspective(s) seem to be employed in each of the articles? What are you basing this evaluation on?
3. *Further Investigations about Local/Global Conditions*
   1. What are some of the local and global social conditions of your countries you would need to investigate in order to know more about their impact on this social problem? For example, one might need to know more about how historically specific immigration laws in Australia, Canada and the US have applied to particular geographical groups in order to understand public sentiment around illegal immigration. (You don’t need to actually research this, just articulate what would need to be investigated further).
4. Write your paper

In about 4-5 typed double spaced pages (12 pt. font, 1 inch margins) you will write a paper presenting your analysis. Here is a general outline of how your paper should be structured:

* 1. *Introduction*: Begin by describing your social problem and why you chose it as well as your choice of countries and why. Introduce your media articles and how you found them. (About ½-1 page)
  2. *Analysis*: This should be the meat of your paper and the largest section (about 3-4 pages). Include your answers to a) through c) with some specific examples from your media. You can organize this by the sub-sections above.
  3. *Conclusion*: This section should be a summation of your analysis of the articles and an overall conclusion of why similarities/differences in different countries’ perspectives may exist.
  4. *Appendix*: Provide the urls or attachments of your articles along with a list of any references used.

See the attached grading rubric to see how your paper will be graded