

COMM 480: Seminar: International Advertising

Annotated Bibliography

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Annotated Bibliographies (50 pts.)

Due Time: 11:59 p.m. on Monday, 8/5

- In this assignment, you are asked to annotate 5 peer-reviewed research articles related to your research proposal topic (Yes, you do have to decide on your research topic first! Note that your research topic should be posted by 7/15 on Blackboard). The articles should be from academic journal articles and they can be from the list of the required readings in this class, but no more than 2 articles. At least 1 article should discuss a theoretical framework(s) chosen for your research question.
- Please write down your research statement/topic within the “header” of your document. Number the annotation from 1 to 5. Each annotation is about 1 or 2 paragraphs and it summarizes and evaluates the article that is relevant to your final research proposal. That is, you need to provide 1 or 2 paragraphs summarizing and synthesizing the findings of reviewed articles and how this synthesis informs your own research question.
- The length of the annotated bibliography is restricted to a min of 1 ½ and maximum of 2 single-spaced, in Times Roman 12 font size, 1inch margins on all sides. Assignments not meeting these formatting requirements will be sent back for revisions. 5 POINT DEDUCTION PER DAY FOR LATE SUBMISSION.
- To submit this assignment, please go to Blackboard “assignment—annotated bibliographies,” and upload a WORD document.

Sample Annotated Bibliography (APA Style)

Battle, K. (2007). Child poverty: The evolution and impact of child benefits. In Covell, K., & Howe, R. B. (Eds), *A question of commitment: Children's rights in Canada* (pp. 21-44). Waterloo, ON: Wilfrid Laurier University Press.

Ken Battle draws on his research as an extensively-published policy analyst, and a close study of some government documents, to explain child benefits in Canada. He outlines some fundamental assumptions supporting the belief that all society members should contribute to the upbringing of children. His comparison of Canadian child poverty rates to those in other countries provides a useful wake-up to anyone assuming Canadian society is doing a good job of protecting children from want. He pays particular attention to the National Child Benefit (NCB), arguing that it did not deserve the criticism it received from politicians and journalists. He outlines the NCB's development, costs, and benefits, including its dollar contribution to a typical recipient's income. He laments that the Conservative government scaled back the program in favour of the Universal Child Care Benefit (UCCB), and clearly explains why it is inferior. However, Battle relies too heavily on his own work; he is the sole or primary author of almost half the sources in his bibliography. He could make this work stronger by drawing from the perspectives of others' analyses. However, Battle does offer a valuable source for this essay, because the chapter provides a concise overview of government-funded assistance currently available to parents. This offers context for analyzing the scope and financial reality of child poverty in Canada.

Kerr, D., & Beaujot, R. (2003). Child poverty and family structure in Canada, 1981-1997. *Journal of Comparative Family Studies*, 34(3), 321-335.

Sociology professors Kerr and Beaujot analyze the demographics of impoverished families. Drawing on data from Canada's annual Survey of Consumer Finances, the authors consider whether each family had one or two parents, the age of single parents, and the number of children in each household. They analyze child poverty rates in light of these demographic factors, as well as larger