

Generations and Reception Theory

Due: 11:59 p.m. EST, Sunday of Unit 2.

Total Points: 50

Overview: In this assignment, you will choose a current commercial and apply Stuart Hall's reception theory in an attempt to understand how three different generations would interpret the media text based on their specific audience characteristics.

Instructions:

- Using a platform like youtube, select a current commercial to deconstruct. The commercial can be for any brand or product you like.
 - Provide the link to the commercial and briefly describe what is happening in the commercial. Be explicit in your description. Include what visual elements as well as audio/text elements are included in the commercial.
- Briefly define Stuart Hall's reception theory using your own words. Be sure to include the three different ways an audience can interpret a media message in your definition.
- Select three different generations discussed in this unit and apply reception theory to their understanding of the media message (commercial). For each generation, please answer the following:
 - Describe the generation and its key characteristics.
 - View the commercial through the lens of that generation. How would this generation interpret the media message based on their characteristics? Would they accept, negotiate, or reject the message? Why?

Requirements:

- Read the assignment instructions and rubric carefully before beginning.
- Use full sentences and appropriate academic language in all work.
- Follow standard APA guidelines (proper margins, double-spaced, 12-point Times New Roman, and cover page your full name, course, and date).
- Use APA citation format and include a reference/work cited page when necessary.
- Your essay should be approximately 2-3 pages in length.

Be sure to read the criteria, by which your paper will be evaluated, before you write, and again after you write.

Evaluation Rubric for *Generations and Reception Theory* Assignment

CRITERIA	Needs Work	Satisfactory	Proficient
	0-10 points	11-13 points	14-15 points
Description of commercial	Does not provide a link to the commercial and/or describe its visual, audio, and text elements in any meaningful way. Significant detail is lacking.	Student provides a link to the commercial and describes its visual, audio, and text elements. Some minor details may be missing.	Student provides a link to the commercial and clearly describes its visual, audio, and text elements in a detailed manner.
Description of Reception Theory	Student does not explain reception theory in their own words and/or lacks complete understanding of the theory.	Student explains reception theory in their own words but may be missing minor details.	Student explains reception theory in their own words with clarity and detail.
Theory Application	Student does not effectively apply reception theory to three different generations. Student's application of theory is missing significant details.	Student applies theory to three distinct generations. Student mostly addresses all items in the guidelines and may be missing minor details.	Student applies theory to three distinct generations by fully addressing all of the items in the guidelines including a description of the generation and its characteristics and a detailed account of the group's interpretation of the message.
	0-3 points	4 points	5 points
Clear and Professional Writing and Format	Errors impede professional presentation; guidelines not followed.	Few errors that do not impede professional presentation.	Writing and format is clear, professional, APA compliant, and error free.