

Unit 1 Assignment: Eras of Persuasion

Due: **Sunday by 11:59pm at the end of Unit 1.**

In the first unit of this course, you learned about the four eras of media use; orality, literacy, electronic, and new media. Each era is distinguished by specific characteristics and ways people used media. These distinct characteristics influence the process of persuasion and how the audience understands or interprets the message.

To complete this assignment, choose a specific example of contemporary persuasion (a television show, a newscast, a political speech, etc.) and describe how each would be different if it occurred in each of the four eras of media use. More specifically, explore how each era and its dominant medium would influence the consciousness of its users.

Assignment Guidelines:

- Your analysis should be approximately 2 pages in length and include application of concepts from the textbook and unit resources. Please double space and adhere to standard margins and font size.
- Your analysis should include APA citations for referenced works and a works cited page.

Assignment Requirements:

- Choose and describe a specific example of contemporary persuasion.
- Identify the characteristics of the four eras of media use and apply their characteristics to your specific example of contemporary persuasion.
- Analyze how the era's distinct characteristics influence the process of persuasion.
 - More specifically, how does each era and its dominant medium influence how the audience receives, interprets, and interacts with your example of contemporary persuasion.
- Compare the effectiveness of your contemporary persuasion example in each era.
 - Which era is the example most persuasive and effective in communicating its message? Why?

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

Evaluation Rubric for *Eras of Persuasion* Assignment

CRITERIA	<i>Deficient</i>	<i>Development Needed to Proficient</i>	<i>Exemplary</i>	<i>Points Earned</i>
Characteristics Identification and Description	0-5 Points Does not provide an adequate description of era characteristics.	6-10 Points Description of era characteristics is presented, though may not be clear or complete.	11-15 Points Description of era characteristics is clearly presented including all criteria outlined above.	
Eras and Persuasion	0-5 Points Does not provide an adequate analysis of how each era's distinct characteristics influence the process of persuasion.	6-10 Points Description of how each era's distinct characteristics influence the process of persuasion is presented, though may not be clear or complete.	11-15 Points Description of how each era's distinct characteristics influence the process of persuasion is clearly presented with plenty of details and examples.	
Compare and Contrast	0-5 Points Does not adequately compare and contrast the effectiveness of the example in each era.	6-10 Points Compares and contrasts the effectiveness of the chosen example in each era, though may not be clear or complete.	11-15 Points Clearly compares and contrasts the effectiveness of the chosen example in each era and uses with plenty of details.	
Clear and professional writing and format	0-1 Point Errors impede professional presentation ; guidelines not followed	2-3 Points Few errors that do not impede professional presentation	4-5 Points Writing and format is clear, professional, APA compliant, and error free	
Total Points:				50