

Spreadable Media and Participatory Culture

Due: 11:59 p.m. EST, Sunday of Unit 4.

Total Points: 50

Overview:

In this assignment, you will critique Henry Jenkins' theory of participatory culture and spreadable media, then weigh the pros and cons of each phenomenon by providing examples that illustrate both the negative and positive aspects.

Instructions:

- Define Henry Jenkins' theory of participatory culture and spreadable media in your own words, then discuss the following:
 - Where do you see a connection between social media and the two concepts? Can a participatory culture exist without social media? How has social media changed the way we spread media? Fully explain your answers providing references and examples.
- Next, critique the two concepts of participatory culture and spreadable media in terms of their pros and cons for the consumer.
 - What are the positive and negative impacts of both? Explain how a consumer may use participatory culture or spreadable media to positively impact their lives. Explain the possible negative impact as well.
 - Be sure to provide concrete examples to illustrate both the positive and negative aspects.
- Finally, repeat the critique from the perspective of a company, organization, or business.
 - What are the positive and negative impacts on both? Explain how a company, organization, or business may use participatory culture or spreadable media to positively impact their industries. Explain the possible negative impact as well.
 - Be sure to provide concrete examples to illustrate both the positive and negative aspects.

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.

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

Evaluation Rubric for *Spreadable Media and Participatory Culture* Assignment

CRITERIA	Needs Work	Satisfactory	Proficient
	0-13 points	14-17 points	18-20 points
Definition and Social Media Connection	Student does not provide their own definition of participatory culture and spreadable or the definition is incorrect or confusing. Student doesn't critically address the connection to and impact of social media on both concepts or is missing significant detail.	Student defines participatory culture and spreadable media in their own words and addresses the connection to and impact of social media on both concepts. May be missing minor details or clarity.	Student clearly defines participatory culture and spreadable media in their own words. Student is able to critically address the connection to and impact of social media on both concepts.
Critique	Does not provide a meaningful or clear critique of theories. Does not provide adequate examples to illustrate positive and negative impacts on the consumer and industry players. Missing significant detail or analysis.	Student critiques both theories and provides examples of that illustrate both the negative and positive impacts on both the consumer and industry players. May be missing minor details or clarity.	Student clearly critiques both theories and provides clear examples that illustrate both the negative and positive impacts on both the consumer and industry players.
	0-6 points	7-8 points	9-10 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.