

Assignment Guidelines : Media Analysis

TASK

Students are required to develop a detailed ***'Why and How'*** essay that argues (through critical analysis of **only** the peer-reviewed research literature) the importance of analysing media, and explain how media analysis should be conducted using an example of a recent media release (> 6 months old).

Students should ensure they develop a sound understanding of the terms 'critical analysis' and 'academic essay' before commencing this assignment.

Word Count: 2500-word essay

Steps:

Watch narrated session 4 for this subject.

Read and participate in Learning Module 1 for this subject.

Plan and develop the assignment response.

Assignment structure and content requirements:

In one sentence, clearly outline the purpose of the essay and what is hoped to be achieved by writing it i.e. what question/s should it answer?

Identify and provide a clear concise overview of media analysis - the what, who, when and why.

Critically analyse any competing definitions of this term and points of difference among researchers investigating this area i.e. analyse whether or not you find authors argument/s compelling and/or approaches to media analysis clear and/or consistent, and explain why through clear examples.

Critically analyse an overall stance among researchers investigating this area on the level and nature of importance of media analysis.

In one sentence, identify and introduce an example media article and the approach you have identified, through your investigation of the peer-reviewed literature, that you will use as a guide to analyse the media article.

Provide an analysis of your selected media article, fully supporting assessments of the article through reference to relevant peer-reviewed literature.

In general, the assignment response should be:

- Well researched
- Focused, understandable, persuasive, clear, informative
- Original, exciting, interesting, well-written
- Aligned with its original purpose
- Directed at the appropriate audience (the marker i.e. an academic audience)

N.B. Checks are made on citations given by students to support statements of claim in assignments so please ensure they fully support what is being stated.