

HAND OUT

Media Project Assignment: Cultural Awareness and Analysis Inquiry

To extend your thinking beyond one rhetorical situation (MAPS) for your research, you will have the opportunity to engage in synthesis related to sharing your work in a media-based format. You have multiple purposes, as explored below, but you will also need to describe the purpose of the work as based on your identified mode, media, and audience. For this work, you will be informing an audience (your class and ideally a larger audience of your choice—an online audience would work too) about your research.

- **Mode:** a media text exploring intellectual conversations stemming from your inquiry question
- **Media:** a media composition (video, web design with images and text, audio composition, etc.)
- **Audiences:** you, your teacher, and an online audience (Youth Voices, KQED Do Now, our online class space, another personal learning network, etc.) interested in your topic
- **Purposes:** all the same purposes that apply to your inquiry-based research essay, including the following

You have a variety of purposes for your work:

- Examine your own thinking about your inquiry question and the unit essential questions
- Engage in real-life and real-world questions that interest you and relate to your life
- Explore primary and secondary research
- Practice argumentative writing skills
- Delve into research and synthesis for analysis
- Consider a variety of evidence to support your ideas
- Hone research, analysis, and synthesis skills
- Develop a debatable and defensible claim to address your inquiry question
- Add to the intellectual conversation surrounding your topic by engaging with an audience that is invested in your question
- Understand that as a researcher, your writing fits into a larger intellectual conversation

The difference is that you also have additional purposes, as follows:

- Synthesize learning through use of media
- Consider different audiences and purposes for research work

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- Develop your own project related to your inquiry conversation
- **Situation:**
 - Writer: You may work with others who have similar inquiry questions.
 - Writing: Your composition should
 - Explore your inquiry question
 - Address a clear audience and purpose for the work
 - Synthesize your research in interesting ways
 - Purposefully embrace a digital component to your work (and select something for a real purpose)

A few ways you can approach this assignment include, but are not limited to, the following:

- A documentary or other film modality
- An advertisement with clear consideration of visual design
- A TED Talk or Ignite presentation
- A website/wiki/blog
- A podcast or radio program
- An infographic (for data sets, see www.tuvalabs.com/datasets)
- A short video composition

Assessment will be based on the following requirements:

- A media project that addresses your inquiry question(s) in a compelling manner that employs principles of visual and media literacy, and demonstrates your analysis of cultural artifacts and characteristics.
- A complete description of the MAPS criteria related to the project. You will define your own mode, media, audience, purpose, and situation (~100–300 words).
- A reflection that describes the context of your project, an analysis of how well you feel you have met your MAPS criteria, and the ways in which your thinking about your inquiry topic has changed over the course of the unit (~300–500 words).

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