

Media Object Presentation

engl 110 D / spring 2015 / drew university / chang



In Robert Kolker's introduction to *Understanding Media*, he asks us to think critically about our "relationship to a particular medium" (1) be it writing, radio, television, film, music, or the Internet. One of the best ways to explore and understand our relationship to a medium is through direct experience, experimentation, sharing, and showing others. Another way to explore and understand an object or text—using what you have gained through reading and doing—is through lively discussion and questioning both the medium and your experience of it. You will sign-up for such a presentation individually or in pairs (each person must have a speaking part). You will read the readings for that week and then generate explications, connections, and questions to get class discussion started for the day. Presentations are 5 to 10 minutes, should include demonstration or media, and a handout is appreciated.

Goals and Outcomes

For the date of your presentation, you are to pick a specific example or examples of the type of media form we are addressing that week. For example, in Week Three, our readings are on advertising, and you could choose print advertisements or television commercials. For your presentation:

- Analytically describe and explicate your media object. Demonstrate the features, qualities, and functions of the media object. You may wish to very briefly provide a little history, context, use, design, mechanics, and connections to other media.
- Articulate a claim about your media object. Demonstrate your own media "literacy" or "proficiency" about the object—think about your relationship to the medium, think about its relationship to our culture, or provide a critique of the medium.
- Focus your presentation on a specific aspect of the medium, a particular connection to the ideas, concepts, and questions raised by the week's readings. Choosing one particular idea from our readings might also help you organize and focus your own presentation.
- Generate critical connections and questions to help get the conversation started for the day, particularly addressing the readings.

Outstanding presentations are focused, intertextual, organized, prepared, conscious of time, and engaging. The presentation may take any format—use of media is encouraged—and should reflect your understanding of and relationship to the media object. Be creative. Less successful presentations simply describe and summarize. Your presentation should demonstrate your own understanding of the media object in question, how well you engage with some of the ideas of media we are studying, and the quality of your overall claim.

Guidelines and Due Dates

- Format:** 5 to 10 minute oral presentation
light but relevant and focused research on the media object is encouraged
refer to specific passages and the texts for the week
1-page handout **copied** for the class is encouraged, including a bibliography of sources used
- Due:** on your sign-up date, at least once during the semester
please post your presentation materials to the class blog with a subject line that includes the presentation date and topic (e.g. "1/27 PRESENTATION: Advertising, Food, and Gender")