

CMS 100: Media Analysis Paper

Step 1: Choose a music video or scene from a TV show or film for analysis. This text should be short (less than 5 minutes).

Step 2: Draw on the ideas and theories we've discussed in class to determine:

- what the text conveys to the viewer;
- how it was created/constructed/shot/edited/structured to do so;
- and what larger social ideas and meanings it draws upon, challenges, and/or reinforces.

Step 3: Write a paper of at least six pages in length, drawing from class readings as well as other readings you have found that relate to your text and/or its genre. You may determine what other scholars you wish to cite and how many; part of the assignment is learning to make good choices in your citations.

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