**MCR (Media Consumption Reflection) Assignment & Samples**

**How To Do Your Media Consumption Reflections (MCRs)**

You will analyze and write about ten (10) of your media consumption experiences this semester, as follows:

**CHOOSE A MEDIA ITEM YOU HAVE RECENTLY CONSUMED.**

With the exception of the first two MCRs (when you must choose to analyze advertisements), and the third MCR (when you must choose a news item to analyze), your chosen media could be anything with relevance to this class: a television show, a news broadcast, a song, an article, a book, an advertisement, etc.

Over the semester, choose a variety of different types of media to analyze.

**1ST PARAGRAPH: TELL US ABOUT THE ITEM YOU’RE DISCUSSING. DESCRIBE IT. (IE: NAME, TITLE, WHAT IT IS, ETC.)**

* + - Embed the item you are discussing within your description. You can embed the item itself, its website, or an article about it. For example, if your media item is a movie, you could embed the movie website or a trailer for the movie.
    - Describe the circumstances under which you consumed the media artifact. In a movie theater with friends? Alone at home on television? While driving, or reading your class homework? Etc.=

**2ND AND 3RD PARAGRAPHS: WRITE AT LEAST TWO PARAGRAPHS (BEYOND THE DESCRIPTION) DISCUSSING YOUR MEDIA ITEM.**

* + - Use two of the [vocabulary terms, ideas, and/or concepts](https://online.smc.edu/courses/26998/pages/full-list-vocab-terms-and-concepts) we are exploring in class (one term per paragraph) – and underline them when you mention them. If there is an assigned term for that week’s MCR, you must use that term as one of your underlined words.
    - Underline one term per paragraph, one time and discuss it fully.
    - The underlined terms must be within your analysis/reflection paragraphs, not within your description paragraph.
      * You must discuss each term you underline. So you may NOT simply say something like: “This is clearly an example of racism and objectification,” and then leave it at that. You have to say why you feel that way. What about that piece of media specifically makes you draw those conclusions?
    - Critically analyze how your term applies, and comment upon what is being communicated about race, gender, sexuality, social class, etc. Your analysis must relate to the class themes of race, gender, sex, class, etc. If you are unsure about how to do a media analysis, consult the Media Education Foundation’s guides for analyzing ads:
      1. [Deconstructing a Print Advertisement (Links to an external site.)](http://www.mediaed.org/Handouts/DeconstructinganAd.pdf)
      2. [Deconstructing a Video Advertisement: (Links to an external site.)](http://www.mediaed.org/Handouts/DeconstructVideoAd.pdf)
    - Let me know why you chose this particular item to write about, how it relates to our class discussion or readings, and what you personally think/feel about it.
    - I will be looking for personal experiences, insights, and critical thinking as you share your experiences.
    - If you’re analyzing an advertisement (required for your first two reflections – optional after that), be sure to use the 4 step MEF method learned in class (and described below) for analyzing an ad.

**COMMENT THOUGHTFULLY AND SUBSTANTIALLY ON TWO OR MORE OF YOUR CLASSMATES’ ENTRIES. WRITE AT LEAST 3 SENTENCES, THAT \*ADD SOMETHING NEW\* TO THE DISCUSSION.**

**DO TEN (10) MCRS DURING THE SEMESTER.**

* + - Turn each one in, within the appropriate place on Canvas. Each MCR must be posted by its due date on the Canvas Calendar. No points for late entries.

That’s it! Have fun with this one. Post things you’re genuinely interested in talking about. Make your reflections personal to you and interesting to us.

**HOW TO ANALYZE A MEDIA ARTIFACT:**

Be sure to include these steps in your three+ paragraphs:

1. DESCRIPTION: Denotatively read (describe, depict) the ad you have consumed. (Your first paragraph.)
2. ANALYSIS: Discover and focus on significant patterns and messages that emerge from your denotative read of the ads. What messages/meanings do you think are generated from your ad in relationship to race, gender, class, and/or sexuality?
3. INTERPRETATION: Connotatively read your ad by asking and answering the “What does that mean?” and “So what?” questions about your media artifact.
4. EVALUATION: From your description, analysis, and interpretation of the ad thus far, arrive at a judgment, make an assessment of what you read both denotatively and connotatively. (2-4 should appear in your second and third paragraphs. Your evaluation may appear in a fourth paragraph, if you like.)

**Highly Recommended:**

The Media Education Foundation’s guides for analyzing ads:

* 1. [Deconstructing a Print Advertisement (Links to an external site.)](http://www.mediaed.org/Handouts/DeconstructinganAd.pdf)
  2. [Deconstructing a Video Advertisement: (Links to an external site.)](http://www.mediaed.org/Handouts/DeconstructVideoAd.pdf)

**Note**: Poor planning and/or Technical Difficulties are not acceptable excuses for missing or late homework. No credit will be awarded for late MCRs!

**BE SMART. DO YOUR HOMEWORK EARLY!**

**MCR ASSIGNMENT RUBRIC:**

**How to Get Full Credit (35 points) On Every MCR in Six Simple Steps:**

**STEP 1: ONE PARAGRAPH DESCRIPTION OF CHOSEN MEDIA = 5 POINTS**

* Follow the directions for describing a piece of media, provided in the *Deconstructing an Advertisement* handout and In-Class Powerpoint.
* Do NOT underline any vocabulary terms in your description. Keep it neutral.

**STEP 2: TWO PARAGRAPHS OF REFLECTION AND/OR ANALYSIS = 10 POINTS**

* Choose one class vocabulary term to focus upon per paragraph and discuss how it applies to your chosen piece of media.
* DO NOT simply make a claim (ex: “This ad is racist.”) and then stop. You must discuss the term further.
* DO say WHY you believe the term applies, what it means in this context, your feelings/thoughts about it, and/or what effect you believe this example will have on consumers who experience it.
* DO NOT write two or three sentences and call it a paragraph. Write full paragraphs, each with a main point and multiple supporting sentences. (Imagine what your English prof. would call a “substantial paragraph.” Do that.)
* DO format your entry properly, with full paragraphs and visible paragraph breaks between them at appropriate and logical places. (If you are cutting and pasting from a word processor, you may have to reformat the paragraph breaks manually.)
* DO use the appropriate level of formality for a college level assignment – including capital letters and proper punctuation where appropriate.

**STEP 3: UNDERLINE (OR BOLD, OR HIGHLIGHT) TWO CLASS TERMS/CONCEPTS – ONE \*WITHIN EACH OF YOUR ANALYSIS PARAGRAPHS.\* = 5 POINTS**

* DO NOT underline both terms in the same paragraph.
* DO underline one term PER ANALYSIS PARAGRAPH (not within your description) and discuss it fully.
* DO make sure you are using the assigned term for the week, if applicable.
* DO make sure the additional term you are using is in the class vocabulary list – or has otherwise been used in a meaningful way in class.
* DO make sure you are using the term correctly (ie: persuasion and propaganda are not the same thing).

**STEP 4: EMBED YOUR MEDIA CHOICE INTO YOUR DISCUSSION POST. (LINKS OR ATTACHMENTS WILL LOSE POINTS.) = 5 POINTS**

* If you're not sure how to embed content into a discussion post, watch this [short instructional video](https://online.smc.edu/courses/26998/pages/video-embedding-content-into-your-discussions).
* You may also call Canvas tech support at (844) 303-0352 and they will walk you through the process.

**STEP 5: COMMENT \*THOUGHTFULLY AND SUBSTANTIALLY\* (AT LEAST THREE SENTENCES \*THAT ADD SOMETHING NEW AND MOVE THE DISCUSSION FORWARD\*) ON AT LEAST TWO OF YOUR CLASSMATES’ POSTS. = 10 POINTS**

* Do start your comment with a greeting that includes your classmate’s name (ex: “Hi, Dave” or “Hey, Kristen.”) This is required.

**STEP 6: POST YOUR MCR BY THE DUE DATE FOR THAT WEEK'S ASSIGNMENT. NO CREDIT WILL BE AWARDED FOR LATE MCRS.**

3 mins ago

So you basically have to pick a vocab term to use for a news article you picked out. One is already given which is Agenda the next one id like you to use is Ethnicity. You have to use the two vocab words in the last two paragraphs. Please also link the news article site.

Thank you!