

Case Study Assignment Sheet
EMAC 6300: Fall 2010

Purpose:

- To demonstrate familiarity with the landscape of the emerging media field.
- To provide practice presenting in front of a live audience.
- To seed ideas for class discussion, presentations, and the final paper.

Background:

Our class involves reading a lot of media and cultural theory. The goal of the case studies assignment is to connect the theory to “the real world” through a sophisticated take on the grade-school notion of the “show-and-tell.” In other words, your task is to bring in some kind of media object to supplement the discussion of our readings. This media object may be software, hardware, a device or gadget, websites, art objects, pop culture texts, etc. For example, if the topic of your assigned week were theories of mobile media, you might choose to do a case study on a geolocational mobile app.

You will give an informal presentation in which you give an overview of the media object and provide a few discussion questions or points for analysis.

The Specs:

- 10-15 informal presentation. If you are going to require any special set up in advance, please let me know by the Friday preceding your presentation.
- Post a brief write-up of your case study, including overview and discussion questions to your blog. This should be online before the start of class on your presentation day.

Grading:

The case study assignment is worth 15% of your final grade.

Your grade is based on the following criteria:

- Relevance of your case study to the week's readings.
- A clear presentation with interesting points of analysis or provocative discussion questions.
- Timely, well-written publication of your case study in your blog.

Timeline and Due Dates:

Sign up for a presentation slot during our first class meeting.