

THIS IS A SAMPLE SYLLABI – THIS FROM FALL 2006

COM 290 Media Internship FINAL PAPER

1. Outline Due:

10/9 (Monday) by 4pm, 1P-226

2. Pick up outline and feedback:

10/27 (Fri), 1P-226

3. Paper Draft Due:

11/13 (Mon) by 4pm, 1P-226

4. Pick up draft and feedback:

11/27 (Mon), 1P-226

5. Final Paper Due:

12/14 (Thu), by 4pm, 1P 226

- No late papers will be accepted.
- Late submissions without authorization from your professor will be downgraded.
- Your outline and draft will be graded -- each worth 10% of your final grade, and the final paper is worth 20%.

Final Paper Instructions:

The objective of your final paper is to test your knowledge of communications theory in a workplace environment. You are expected to be a PARTICIPANT-OBSERVER and write an ethnography that is both descriptive and analytical. This is not intended as a summary of your journal, but an analysis of your activities and observations.

1. It should consist of an introduction (where you state the key points of your observations and analyses), a discussion of these key points and a conclusion where you summarize your argument. Try to focus on a central aspect/s of your work, and relate this to communication theory. Illustrate your discussion with examples and details. Refer to at least 3 sources that discuss theoretical perspectives relevant to your discussion.
2. The following are some basic questions that need to be addressed in your paper. There are many more elements that could be important, depending on the line of work in which you were engaged. This will be part of the discussion at your individual meetings with the professor. Turn to your journal entries for examples and details to illustrate your observations and analyses. Do not

organize your paper according to this list!

- What are the goals and objectives of the internship organization? Which of the core activities of the media industry (production, distribution, exhibition, finance) do they fit into?
- What were your responsibilities and how do they fit into the work process at the organization?
- How did your work contribute to the goals/objectives of the department you worked for? the organization?
- How did your work experience compare to the research findings and frameworks suggested in your readings? Discuss the differences and similarities.

3. Here are some examples of topics that were addressed by students who successfully completed their internships:

- The "gatekeepers" of a privately owned newspaper, magazines, etc.
- The relationship between the content of a magazine and the ethnicity, race, gender or age of its staff
- Legal considerations in the production of promotional material
- The production activities and decision making processes of a radio talk show or any other media product
- Radio promotion and audience segmentation
- Relationship between media content and advertising

4. The length of your paper is dependent upon your credit units. (See below.) Papers must be typed, double spaced, with footnotes/endnotes/social science citation, and a bibliography. Any references to sources other than your journal should be cited.

- 3 credit internship-...7-9 page paper

- 4 credit internship ... 9-11 page paper

5. To help your analysis, we will provide some readings for you at your first meeting. **Research and reference to other readings are required.**

1) Wright, C. (1986). "Sociology of the Communicator," in Mass Communication: A Sociological Perspective. NY: Random House, pp. 61-84.

2) Turow, J. (1992). "The Production Process, " and "Coping With Risks of Production," in Media Systems in Society. New York: Longman, pp. 152-208.

3) Straubhauer J and la Rose, R. (2003). Media Now. NY: Wadsworth

Outline: Your outline should include

- A clear and concise statement describing the topic of your paper,
- At least 3 sources that will serve as analytical frameworks and perspectives for you analyses,
- Evidence from your internship experience that supports the topic of your

paper

Draft: Based on the feedback you receive from your professor, write a draft of your final paper.

*Students are encouraged to meet with their professor during office hours, should they have questions.