

**COMS 265** - Mass Communication **Room:** MUS 204

**Instructor:** Larry Leach  **Meeting times: M-TH** 10:30a – 12:40p

**Office Phone:** (310) 660-3593 x3716**Required Text:** *Media & Culture 10th Ed. 2016 Update*

**Website** – www.professorleach.com **Author:** *(Campbell, Martin, Fabos)*

**E-mail**: info@professorleach.com ***Needed Materials:*** 1 Pack of Scantrons

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| **Office Location:** MUS 132E  **Office Hours:**  **Mon:** 1:00p – 1:45p  **Tue:** 1:00p – 1:45p  **Wed:** 1:00p – 1:30p  **COURSE DESCRIPTION**  In this course students study the history, effects, & role of mass media in U.S. society. Topics include major forms of mass communication like television, radio, cinema, print & new media. Emphasis is placed on analyzing media messages & effects of media on individuals & U.S. culture. *CSU; UC*  *3 units; 3 hours lecture Recommended Preparation: eligibility for English 1A  Credit, degree applicable, Transfer CSU, UC* | **STUDENT LEARNING OUTCOMES (SLO)**  Upon completion of course, students will be able to:  **1.** Understand and describe the history and communication theories associated with mass communication.  **2.** Identify and explain rules and regulations that govern mass communication.  **3.** Analyze and describe the impact of new media, movies, television, and music on society and culture. |

**Classroom rules/Conduct:**

## -Please turn off/silence all phones prior to the start of the class & keep stored during the class meeting

## -Be respectful of your fellow students and instructor during class discussions

## -Students are expected to adhere to the El Camino College Student Code of Conduct

-Please do not bring food into the classroom

**Attendance & Participation:**

Attendance is expected in this class. Students who exceed 10% of the scheduled class meetings **MAY** be dropped with a “W” or receive a grade reduction up to a failing grade. Attendance is taken each class meeting.   
2 late arrivals = 1 absence. If you wish to drop it’s **YOUR** responsibility to make sure you have been dropped by the deadline.

Students should actively participants in class, examine, explore & critique ideas, concepts and theories. In order to participate in class discussion, assigned readings should be completed by the start of class.

Perfect Attendance (no absences of any kind or late arrivals = 25 bonus pts)

**Academic Dishonesty / Plagiarism:**

Plagiarism is the act of obtaining or attempting to obtain credit for academic work by representing the work of another as one's own without the necessary and appropriate acknowledgment. If you plagiarize, you are cheating yourself and if you are caught cheating or using others work without crediting them, you will face a minimum penalty of a failing grade on the assignment.

**ADA Compliance**

Accommodations: It is the policy of the El Camino Community College District to encourage full inclusion of people with disabilities in all programs and services (BP1600 and BP4055). Students with disabilities who believe they may need accommodations in this class should contact the ECC Special Resource Center at (310) 660-3295 as soon as possible to ensure that they are able to fully participate

**Outside work MUST be typed**

If you don’t have access to a computer or printer outside of school, you will need to use the computer lab or make arrangements in order to complete the assignments on time. **I WILL NOT PRINT OUT ASSIGNMENTS FOR YOU**

If you wish to drop the course it is **YOUR** responsibility to make sure that you have been dropped from the course by the official drop deadline.

**Important dates:**

June 22 Last day to drop without a "W"

July 18 Last day to drop with a “W”

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| **Graded Assignments:**  Media Identity Assignment  Research Media / PPT Current Event Article (2x25pt)  Research Project  Classwork | **Pts**  25  50  50  100  75 |  | **Graded Assignments**  Test 1  Test 2 (Midterm)  Test 3  Test 4 (Final) | **Pts**  100  150  100  150 |  | **Grade Scale**  716 – 800 = A  636 – 715 = B  556 – 635 = C  476 – 555 = D  475 or Less = F |

## Academic Dishonesty, Cheating & Plagiarism:

Plagiarism is the act of obtaining or attempting to obtain credit for academic work by representing the work of another as one's own without the necessary and appropriate acknowledgment. If you plagiarize, you are only cheating yourself.

If you are caught cheating on tests, assignments or using others work without crediting them, you will face a minimum penalty of a failing grade on the assignment.

**Homework Assignments & Make Up Work: *\*\*\*Very Important\*\*\****

**I WILL NOT PRINT OUT OR STAPLE YOUR ASSIGNMENTS FOR YOU**

Assignments completed outside of class **MUST** be turned in during class meetings, typed & stapled

Handwritten, emailed or unstapled assignments will **NOT** be accepted or graded if included in a homework submission

If you do not have access to a computer at home or a printer, you will need to use the computer lab or make arrangements in order to complete and print out the assignments on time.

**Computers, Procrastination & Murphy’s Law:** It is unacceptable to come to class without paperwork/homework due to printing problems or other technical difficulties. Don’t wait until the last minute to write, print or carry out your work. If you do, your computer will most likely malfunction. ALWAYS make a redundant copy of anything you do. This applies to computer files and paperwork. It is your responsibility to have these materials when required.

Make up work will only apply to missed current events or exams and be administered ONLY on the make up day, any make up assignments completed will have a 10% grade reduction.

**Test Preparation**

To prepare for the tests it is recommended that you review the “self quizzes” and the “consider this” exercises for each chapter.

The textbook is important in preparing for this class. Without the text it will be difficult to prepare and do well on the exams. The publisher also provides online study resources that will assist you in being successful in this course

**I will follow the syllabus unless unforeseen circumstance arises. I reserve the right to change the syllabus should it be warranted and will notify the class promptly.**

# There may be some videos shown in class that support the content that is covered Chapters should be reviewed PRIOR to the class meeting they are discussed

# *Day 1 – June 19*

* Course Introduction, Syllabus review
* ***Handout, 1st day activity***

# *Day 2 – June 20*

# \**Introduce - Identity Paper Assignment*

- Chap 1 – Mass Communication: A critical approach

***- Video – Newspaper History***

# *Day 3 – June 21*

***-*** Chap 8 – Newspapers: The Rise and Decline of Modern Journalism

*- Group Activity – Develop a Newspaper*

# *Day 4 – June 22*

- Chap 9 – Magazines in the age of Specialization

##### - Magazine Activity

# *Day 5 – June 26 - Identity Paper Due*

- Chap 10 – Books and the power of print  
 ***- Current Events – Round 1***

***Day 6 – June 27***

**- Test #1**

***Day 7 –June 28***

- Chap 15 – Media Effects & Cultural approaches to research

- Media Ethics/Impact activity: Understanding Media Morality

***Day 8 – June 29* \**Introduce Research Assignment***

- Chap 16 – Legal Controls & Freedom of Expression

- *Citizens Group Activity*

***Day 9 – July 3***

- Chap 14 – The Culture of Journalism: Values, Ethics & Democracy

- Outfoxed

***Day 10 – July 5***

**- Test #2 - Mid-Term *(Includes ALL reviewed chapters and content)***

***Day 11 – July 6 (Research Topics Due)***

***- Computer Research lab day***

***Day 12 – July 10***

- Chap 2 – The Internet***,*** *digital media, convergence*

***- Current Events – Round 2***

***Day 13 – July 11***

- Chap 3 – Digital Gaming

- Video Games & Violence

***Day 14 – July 12***

- Chap 12 – Public Relations and framing the message

- Crisis Communication Activity

***Day 15 – July 13***

- Chap 11 – Advertising and commercial culture

***- Advertising/PR Activity***

***Day 16 – July 17***

***-* Test #3**

***Day 17 – July 18***

- Chap 6 – Movies: Magic from the Dream Factory

- Movie Chapter /Activity

***Day 18 – July 19***

- Chap 7 – Recording and the Music Industry

*- Music Chapter Activity/Video*

***Day 19 – July 20***

***- Research Project Review***

- Catch Up / Make Up Day

***Day 20 – July 24***

- Chap 8 – Radio: The Hits Keep Coming

***- Current Events – Round 3***

***Day 21 – July 25***

- Chap 9 – Television: Reflecting and Affecting Society

***- Television Activity***

***Day 22 – July 26***

***- Research Group Presentations***

**- \**Research Assignment Due***

***Day 23 – July 27***

***- Final Exam***

(Includes ALL chapters and content covered after midterm)

**Course Objectives**

1. Describe Best Practices of Mass Communication in the U.S.
2. Identify key historical events in the U.S. mass communication development
3. Evaluate the importance of print media on developing an informed citizenry
4. Evaluate the credibility of the medium versus the message
5. Describe technological innovations of the 20th century American cinema and impact on mass audiences
6. Compare/Contrast the changes in consumer consumption of electronic media from radio to contemporary times
7. Chart the development of the film business and film as an art from the late 19th century through contemporary times
8. Differentiate between traditional mass media production and digital media production
9. Identify new options in production, distribution and exhibition afforded to media companies through digital technology
10. Evaluate the cultural impact of the Digital Revolution on consumers & producers of new media
11. Analyze key legislation and legal decisions and their impact on the media and consumer
12. Critique mass mediums as political, social and cultural institutions
13. Defend the need for government of self-regulation of mass media

**Descriptions of Graded Assignments**

**Term Paper & Proposal - (Lab research sheets are NOT proposals)**

**\*Term Paper Proposal MUST be turned in prior to the term paper.   
Papers turned in without a proposal being completed will not receive a grade –**

Each student group will select a researchable topic dealing with an element or concept of mass media that is discussed in class, covered by the text or relevant to the course content. Duplicate or similar topics will be limited and each student group will need to submit a prepared proposal that addresses the relevance/significance of their research, the potential audience, the points that will be discussed in the term paper and types of sources that will be used to develop the paper.

The final paper must include a significant expansion on the proposal and include content/elements identified in the term paper guidelines. The final paper must also include the minimum required and type of sources used in developing research.

**Identity Assignment**

Your assignment is to prepare a typed **three to four** page paper on your identity, that Includes how mass media has effected or cultivated your identity. Consider media that you have been exposed to from your earliest memories, as well as what you are exposed to now. This assignment will ask you to discuss your class, race, gender and how you believe they affect your identity when consuming media content.

**Current Event Articles**

Each student will prepare a typed review of two articles during the semester based on the current event review guidelines and present them to the class.

**Presentation of Classwork**

In order to receive full credit for some class work, students will be required to present a brief overview of their assignment to the class throughout the course of the semester.

**Classwork –** In class activities/exercises and presentations (Not eligible for make up)

**Test 1 –** Covers applicable chapters

**Test 2 Mid-Term –** Includes applicable chapters plus written element

**Test 3 –** Covers Applicable Chapters

**Test 4 Final –** Includes applicable chapters plus written element

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Title IX Employee Reporting Obligations

You should know that if you reveal gender-based or sexual harassment, sexual assault, stalking or intimate partner violence to any instructor, we are required by law to report the problem to the Office of Staff and Student Diversity. However, psychologists are not required to report to the Office of Staff and Student Diversity. You can call the Student Health Center at 310.660.3643 or visit their website: [http://www.elcamino.edu/studentservices/health](https://mail.elcamino.edu/owa/redir.aspx?SURL=7KfFtzqtyu94JxQQ_saL78IhasAKy0uI-0L91188cUZ0uyx1kcvTCGgAdAB0AHAAOgAvAC8AdwB3AHcALgBlAGwAYwBhAG0AaQBuAG8ALgBlAGQAdQAvAHMAdAB1AGQAZQBuAHQAcwBlAHIAdgBpAGMAZQBzAC8AaABlAGEAbAB0AGgA&URL=http%3a%2f%2fwww.elcamino.edu%2fstudentservices%2fhealth" \t "_blank).

Student Resources and Student Success Act

Student Resources: Your success is the number one priority at El Camino College. College resources to help you succeed include computer labs, tutoring centers, health services, and services for designated groups, such as veterans and students with disabilities. For a comprehensive list of Academic Resources and Support Programs, visit: [http://www.elcamino.edu/administration/vpas/aims/aims\_docs/ARSP.pdf](https://mail.elcamino.edu/owa/redir.aspx?SURL=TZTVULOLdnzEbnfUi3rWRsNEaO1GWZPPgWMvNNP2lWh0uyx1kcvTCGgAdAB0AHAAOgAvAC8AdwB3AHcALgBlAGwAYwBhAG0AaQBuAG8ALgBlAGQAdQAvAGEAZABtAGkAbgBpAHMAdAByAGEAdABpAG8AbgAvAHYAcABhAHMALwBhAGkAbQBzAC8AYQBpAG0AcwBfAGQAbwBjAHMALwBBAFIAUwBQAC4AcABkAGYA&URL=http%3a%2f%2fwww.elcamino.edu%2fadministration%2fvpas%2faims%2faims_docs%2fARSP.pdf" \t "_blank)

Student Success Act: New state regulations may affect your eligibility for financial aid, your registration priority, and your ability to repeat classes.  For more information, visit: [http://www.elcamino.edu/administration/vpas/aims/aims\_docs/S3PF15.pdf](https://mail.elcamino.edu/owa/redir.aspx?SURL=_9O25RM1NdNA13YrOKKTUZSNbfnL6wFJe4xo4Mj11YB0uyx1kcvTCGgAdAB0AHAAOgAvAC8AdwB3AHcALgBlAGwAYwBhAG0AaQBuAG8ALgBlAGQAdQAvAGEAZABtAGkAbgBpAHMAdAByAGEAdABpAG8AbgAvAHYAcABhAHMALwBhAGkAbQBzAC8AYQBpAG0AcwBfAGQAbwBjAHMALwBTADMAUABGADEANQAuAHAAZABmAA..&URL=http%3a%2f%2fwww.elcamino.edu%2fadministration%2fvpas%2faims%2faims_docs%2fS3PF15.pdf" \t "_blank).  After completing 15 units or prior to the end of the third semester, all students must declare a major and complete a comprehensive educational plan. Schedule an appointment to see a counselor for an up-to-date educational plan by visiting: [https://www.elcamino.edu/studentservices/co/appointments.asp](https://mail.elcamino.edu/owa/redir.aspx?SURL=sQN05zaqXcSA5kXe4WytjtDM2FnvyQYUppOwKLEu8Qd0uyx1kcvTCGgAdAB0AHAAcwA6AC8ALwB3AHcAdwAuAGUAbABjAGEAbQBpAG4AbwAuAGUAZAB1AC8AcwB0AHUAZABlAG4AdABzAGUAcgB2AGkAYwBlAHMALwBjAG8ALwBhAHAAcABvAGkAbgB0AG0AZQBuAHQAcwAuAGEAcwBwAA..&URL=https%3a%2f%2fwww.elcamino.edu%2fstudentservices%2fco%2fappointments.asp" \t "_blank).

**COMS 265 News Current Events**

To complete this assignment you will need to find two (2) Newspaper (News) articles that you find interesting and are no more than 2 weeks old on the day you present them.

The articles must be a **NEWS** article that are approximately 400 words & should have substance to them. Don’t select reviews *(movies, plays, restaurants, sports run downs, etc)* or sports game reviews

**Websites or web printed articles (even Newspaper sites) will not be accepted (Not even for partial credit)**  
Articles must be the original article or a photo copy of it

**What you turn in:**

You will need to turn in the original article or a copy along with a TYPED summary that addresses the following items. (1-2 page summary for each article)

-Introduction of the article headline

*“The article I am going to share today is \_\_\_\_\_\_\_\_\_”*

-What is the source of your article?

*Name and Date of publication*.

-What is the article talking about?

*Give the audience a detailed summary*-What element of news is this article covering

-Who is the target audience for this article & why

*(who would most likely come across or read it)*

-Why do you think that it is an important/interesting article?

**You will cover the above items on the due date \_\_\_\_\_\_\_\_\_\_\_  
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**COMS 265**

# IDENTITY ASSIGNMENT

Your assignment is to prepare a typed double-spaced **three to four page** paper on your identity and how it is influenced by the media.

How has mass media effected or cultivated your identity? Please consider media that you have been exposed to from your earliest memories, as well as what you are exposed to now. **This assignment is worth 25 points.**

What were your favorite media characters or stories growing up? How you believe they affect your identity? How do you feel that your culture, race, etc is portrayed in the media today and what effect does it have?

What about Mass Media distributed by Disney, Warner Brothers, or other distributors of entertainment media how does their content influence consumers? How about religious texts, organizations such as scouts or soccer clubs which used media? How you believe they affected your identity? Do you think that heavy media consumers are affected differently than light media consumers? If so how?

Remember that in its broadest sense institutions that distribute messages to many individuals are delivering mass media. How has racism, ethics, class, sexism in media affected your sense of self and your regard for others? How have your use and exposure to language (English/foreign) affected you?

This is an opportunity to reflect on your own media consumption throughout your life and how it has evolved and influenced who you are today. Put some thought into developing this assignment and submit it by the due date.

# COMS 265

**Research Group Project**

During this class we will discuss some of the images portrayed in mass media along with the impact and effects of the mass media on society. Images across different media platforms that depict stereotypes, believes, views, perceptions, jobs, race, gender/sex, or culture often have the strongest effects in society both directly and indirectly.

Media researchers have discussed the effects that result from consumption of these media images for years. Media images create, shape and reinforce our view of the social world and our place within it and also the views others have about specific aspects of society.

For your project you will focus on the theme of ***Media Impact/Effects***.

For each project the group should develop some type of media product (magazine, newspaper, audio/video, website, etc) along with a PowerPoint presentation that includes images and information that represent the research findings on the topic. The PowerPoint can also include links to online media that are relevant to the topic.

Each group should have distinctly different topics. You must present your written idea for project approval.

**Topics can look at portrayals, effects, impact of mass media elements on jobs, people, audiences, careers, perceptions, etc.**

**Topics can include any media based element including, but not limited to:**

Advertising

Television/Radio

Music

Film

News/Journalism

Internet/Online access (Digital Divide)

Gender roles  
 Standards of beauty (Visual Media)

**---And More**

Other topics can be presented for approval

Project ideas must be approved by \_\_\_\_\_\_\_\_\_\_ so research, examples, content for poster board and PowerPoint’s can be gathered/developed. (Content should be original, other material **MUST** be attributed)

PP & Poster boards should be creative, visually appealing and can include:  
 (Images, Statements/Quotes, Statistics, Facts, and more)

**Report must include:** Title page  
 Name of group members  
 Project title

**Report: 5-7 pages** Includes a detailed response to the items on following page

Double spaced, using Times New Roman Font size 11 or 12

**Paper is Due on \_\_\_\_\_\_\_\_\_**,

Help with setting up your research project paper

**Your group will need to write a comprehensive report that includes & covers the following items.**

# Introduction (1-2 pgs)

Opening statement (Something to draw interest in your topic)

Why should the reader be interested?

What is your research topic?

Why did you choose this topic/What is your interest in this topic

**Consider these items**-What is your purpose or goal in researching this topic?

-Why did your group select this particular topic to research?

-What motivated you to choose this topic for your project? Explain why

-What audience would you be intending to reach with this project and why?

-Explain with examples and details some of the effects and/or impacts that your topic has on society?  
-How can the impacts/effects be managed by media organizations or audiences to minimize negative ones or   
 amplify positive ones?  
-Compare or contrast of how, if applicable, the impacts/effects have changed from past to present.

# Body (3-5 pgs)

Use information gained through experiences, articles, and scholarly writings to set up main points and provide the reader with examples that pertain to your topic.

**Main Points *(included in body)****-* This section can include several main points.

Here you can discuss in detail some of the information that you have found in your research.   
What is the article talking about, what did the researchers discover or what is the author discussing?

Cite articles and discuss the findings presented.   
Also discuss whether or not these article or source supports your initial belief (hypothesis)

# Conclusion (1/2-1 pg)

Summarize the examples that you shared with the readers, what is the answer that you have concluded based on the information you found in your research.

What are your feelings about the topic you researched now that you have had an opportunity to do some research on it

# Work cited

Minimum of 6 – credible academic sources

You must have 4 non-web sources

Web sources MUST have perceived credibility

Wikipedia is not acceptable as a source and will result ½ to 0 credit on final assignment grade

Use of other non-credible sources will result in no credit for the source

## Group Project Roles-

Research, PowerPoint, Poster Board, (Pics, Quotes, Etc). Report Development, Works Cited,

|  |  |  |
| --- | --- | --- |
| Team Names & Role  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Contact E-mail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Phone# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Research Topic Question

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Use the space below to summarize what your project will consist of? And the roles of each group member?

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Remember this project although based on media portrayals also requires an element of creativity to be effective?