

The Sociology of Mass Media (unit 2533 option 2)

These are your set assessment assignments for this module. Note that this is a minimum of work to be completed.

<i>WEEK</i>	<i>DATE DUE IN</i>	<i>TASK</i>	<i>KS</i>
1.		Using the textbooks, and as many sources as you can, including each other and the various sociological Websites, list information about the ownership of the various media groups and conglomerates.	C ICT
2.		You will concentrate on one media form and one or two examples of that form. Attempt a statistical analysis of the representation of one social group of your choice within that form. Present these to the group.	PS N C
3.		Detailed essay (1500 words max) <i>Evaluate the influence which owners and producers can exert on the content of media texts.</i> Back up your claims with the use of statistical evidence taken from texts.	C N
4.		Make notes on your family and your friends. What is the significance of the media in their lives? (Think of use, centrality of media, emotional importance)	C ICT WP
5.		Create a table listing the differences between Marxist and Pluralist views of the influence of the media on our lives.	C ICT
6.		Choose one researcher, project or theorist from any of the texts or from the Internet and make simple notes to pool with the rest of the class.	C ICT
7.		Either create a series of notes or write an essay to the title: <i>We cannot hold the mass media responsible for violence in our society.</i> This will be the subject of a class debate.	C ICT

C= communication, N = application of number, ICT = information technology,
PS = problem solving, WP = working with people, LS = learning skills