

Research Paper

Overview: Your research paper will be an on-going project throughout the semester. You will produce an outline, a first draft, a second draft, and a final copy. Throughout the semester, you will receive peer feedback and feedback from me at different stages. Below, you will find more detailed instructions for each element of the paper and suggested topics to consider.

Purpose: It is important for you to know how to tackle a long-term project and how to break that project up into smaller, more manageable parts. It is also important for you to be able to provide insightful constructive criticism and receive it.

Formatting Requirements:

- 12 point font
- Times New Roman
- Drafts = Double spaced
- The final draft must reference at least 4 scholarly sources
- Save all files as last name, first name – assignment name
- Only save/upload assignments as word docs NOT pdfs, jpegs, or as Microsoft pages docs.
- Cite using APA formatting – 1 inch borders, in-text citations, page numbers, reference list, short and long quotes.

Assignment	Due Dates	Submission Format	Points Possible
Outline	Thursday 2/20 by 12:30pm	Google Drive	25
Outline Peer Feedback	Thursday 2/27 by 12:30pm	Google Drive	10
First Draft	Thursday 3/20 by 12:30pm	Google Drive	25
Peer Feedback 1 st Draft	Thursday 3/27 by 12:30pm	Google Drive	15
Second Draft	Thursday 4/10 by 12:30 pm	Blackboard – Safe Assign	50
Final Paper	Saturday 5/10 by midnight	Blackboard – Safe Assign	100

Assignment	Instructions
Outline	<ul style="list-style-type: none"> • Name, Course, Due Date • Topic • Paragraph summary of tentative topic and why you are writing about that topic. • A tentative, working thesis • Outline of at least 3 major sections of your paper • At least 3 supporting details for each section • Save file as last name, first name – Outline. • Ex: Palmieri, Stephanie – Outline • Upload to Google Drive folder marked Outline
Outline – Peer Feedback	<ul style="list-style-type: none"> • You will be organized into small groups according to last name. • I will organize the groups into folders on Google Drive in the Outline Peer Feedback folder. • I will upload your outlines into these folders. • Each individual should write two comments on each other paper in the group. • Scroll to bottom of outline and write comments there. • Write your name before each of your comments, otherwise you will receive no credit for your comments. • See examples of appropriate comments on website.
First Draft	<ul style="list-style-type: none"> • 4-5 pages, double spaced, 12pt Times New Roman font, 1 inch borders • Upload your first draft into the First Draft Google Drive folder. • No sources required for this draft • Cite anything you do quote or paraphrase
First Draft Peer Feedback	<ul style="list-style-type: none"> • I will put you into partners • You and your partner will have a folder of your own inside the larger First Draft Feedback Google Drive folder • I will upload both of your papers into your folder • Locate that folder and provide extensive feedback for your partner directly on your partner’s paper. You can use the insert comment feature for additional comments but will be graded on the completion of these four questions: <ol style="list-style-type: none"> 1. State the thesis of this essay as you read it. How well does it make its case? Be specific 2. How might the writer strengthen her/his argument? Be concrete. 3. What is the strongest moment in this essay? How might you suggest the writer build on this strength to improve the paper overall. 4. Is there a particularly weak portion of the essay? What is that and how might it be changed, improved, or altered in some way?

<p>Second Draft</p>	<ul style="list-style-type: none"> • 7-8 pages, double spaced, 12pt Times New Roman font, 1 inch borders • Cite at least 2 scholarly sources • Extend your argument – make sure your thesis is strong, specific, and clear. • Follow through on your thesis. • Add more supporting details based on sound research • Include an APA formatted reference list at the end of your paper (does not count as one of the pages) • Submit via SafeAssign on Blackboard
<p>Second Draft Meeting</p>	<ul style="list-style-type: none"> • Towards the end of the semester, we will have a day off from class. • During this week, and mostly on that day off, I will meet with each of you for 20-minute meetings. • Bring either a hard copy or a digital copy of your second draft with my comments on it.
<p>Final Draft</p>	<ul style="list-style-type: none"> • 8-10 pages, double spaced, 12pt Times New Roman font, 1 inch borders • APA formatting (see Owl at Purdue for formatting guide) • Reference page with at least 4 scholarly sources • Page numbers in the bottom right corner of each page • A strong clear thesis • A strong intro paragraph • A clear argument, supported by appropriate evidence • Strong analysis • A clear, valid conclusion • Turn in via SafeAssign on Blackboard • If you would like feedback on this draft, please note that at the top of your paper.

Paper Topics – Select one of the content questions below. Select a specific idea that falls under that broad umbrella and extend your answer to that question in your paper. If appropriate, the paper can include some personal insight; however, this paper should be focused on scholarly research that supports a clear, coherent argument.

Content Questions

1. What does it mean to live your life ethically? (This question should relate in some way to media studies/advertising)
2. As aspiring media practitioners, what are your self-defined limits? How and why did you decide on these limits? (Support with research)
3. What are the types of ethical concerns we must consider as advertisers and how can we evaluate those ethical situations?
4. How does the American legal system affect the way advertisers do business?
5. Should advertisers be socially conscious? Are media producers responsible for the results of their creations?
6. What are advertisers' intended messages and how do advertisers express those messages?
7. Why is writing so important in advertising? What communication skills do successful advertisers need or have?
8. As a society, how do we define power and truth? How do political ads present these concepts?
9. How do morality and ethics factor into political, pharmaceutical, alcohol, and tobacco marketing?
10. How and why do stereotypes get perpetuated in advertising and how do these ideas get translated across mediums?
11. When it comes to media, should children be protected? How do corporations define protection? How should we define protection?
12. What does networking mean in this modern age? How has social media changed networking and brand marketing?
13. How does an individual's media consumption affect that individual's media production and vice versa?
14. Where does consumerism go from here?