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Discipline-Specific Item: Assignment for Original Course

The following describes a hypothetical assignment to be completed by undergraduate

students toward the end of an original course that I have designed in item 8 of this portfolio. This

original assignment describes a project within the field of media and communications for

students to complete within a course within the field of media and communications.

Assignment # TBD	Media Management Report

VITALS

Start Date:	Work on this assignment can commence as early as you would like. If you begin assignment before Class X (TBD), I suggest you visit me during office hours or by appointment to discuss your approach.
Due Date & File Format:	Final paper in Word file format must be uploaded to Canvas by 12 PM (noon) on DATE (TBD). I will not accept any alternative word processing document (e.g., PDF or Pages). Word is available to you as a free download.
Length:	4-6 pages. You may write more than 6 pages of text. You must write at least 4, full pages of text. Works cited does not count as a page of text.
Paper Writing Notes:	Double-spaced in 12-point Times New Roman font. Must use 1-inch margins. No cover page. Page numbers in lower right corner starting on page 1. You must create a works cited page in APA format with in-text citations (see Resource section of syllabus for writing assistance; see Course Policies of syllabus for why works cited and citations are vital).

DESCRIPTION & DIRECTIONS

Background:	In this course, we discussed the concept of "Sprezzatura" or the art of hiding art. The Culture Industry is exceptional in its ability to display artful artlessness. In class and in our readings, we explored why Sprezzatura is important to the Culture Industry and how it goes about using this tactic to their benefit. Deconstructing Sprezzatura helps us manage the development of our future creative efforts.
What You're Going to Do:	1. Select a completed piece of media that either is or has been marketed to consumers (e.g. a published book, album, video game, mobile app, film, TV show, etc.).

2. Research your selected media's history and map its journey from an idea in someone's head to a final product that shows up in the marketplace.
3. Write about this beginning-to-end journey in substantive detail. A suggested paper structure is to start with the journey's end and then jump to its beginning. Your paper would end at the moment the media is released to its audience.
4. Consider the following questions:
   1) How was the piece of media revealed to the public? How was it marketed and to whom? What aspect of its reveal relates to Sprezzatura?
   2) Who came up with the piece of media? Why; motivation, inspiration, etc.?
   3) How did this piece of media evolve from an idea to a finished product? What were the stages of development and what happened in those stages?
   4) What partnerships or alliances were made to make this product? Why and with whom?
   5) What events or issues internal or external to the media's development potentially jeopardized that development? How were these dealt with?
   6) What was the home stretch like to get the media released to the public? Describe it.

GRADING & NOTES

Rubric: Your grade will reflect the following distribution of points:

Formatting	0-2 points. Follow paper formatting parameters. This is an easy win if you pay attention to detail.
Question 1-6	0-3 points each. Answer questions with depth and detail.
Coherent Narrative	0-4 points. Write an engaging narrative with a clear thesis, statement, arguments, and evidence.
Total	0-24 points may be awarded.

Remember: 1. Wikipedia is not a source, but an aggregator of sources. It can be a way to find sources. You cannot quote a Wikipedia entry, but can "click through" Wikipedia to the original source. To use a source aggregated in a Wikipedia entry, you need to quote or paraphrase in your own words what the original source says.
2. As Sprezzatura is the art of hiding, it can be challenging to find bumps in the road for a piece of media's development. Gossip can help fill in the gap, but gossip is myth and a political tool. To use gossip about

challenges facing your media's development, you must A) cite who said the gossip and its location, and B) challenge the gossip with alternative perspectives. This may be beneficial only in answering question 5.

3. I have office hours and hours by appointment. Visit me if you have questions.