

Rhetorical Analysis of Media: Final Exam Review

125 Point Exam

PART I: Multiple Choice Questions

(50 pts or 40%)...Bring a #2 Pencil!

Study your notes, handouts, and tests from the following units: Pop Culture, Advertising, News, Film, & New Media
If you no longer have some handouts, etc., visit the class website for links to download them.

Part II: Short Answer & Essay Questions

(75 pts or 60%)... Bring a pen or pencil!

Reading, Annotation, and Reflection (25 points)

For this section of the final exam, you will read and carefully annotate an article about Mass Media's affect on the world. Then, you will answer 5 multiple choice questions about the article (5 points), along with a short answer question about the article (20 points).

Essay Questions (50 points)

For this section of the final exam, you will provide an organized, focused, detailed, multiple paragraph responses for an essay question. Your essay should be approximately 2-4 handwritten pages and use proper grammar, spelling, sentence & paragraph structure, etc. Your introduction should have a hook & clear thesis. Each body paragraph should start with a clear topic sentence that relates to your thesis and be supported with evidence from your world observations and, if possible, our class articles/videos/materials. You may prepare one 3x5 notecard ahead of time to help you organize your thoughts for the essay on the exam. Select **one of the two** essay questions below:

1. The Importance of Critical Analysis

After taking Rhetorical Analysis of Media, prove that you are now a media literate person by writing an essay that proves the importance of thinking critically about the media. In your essay, describe a piece of media that recently caught your attention (print or TV ad, magazine, Web site, film, newscast, article, TV program, etc.) and analyze the message/item using the 6 questions a media literate person should always ask after viewing/reading/being exposed to a media message:

1. What is the story? *message*
2. What techniques are used? *media*
3. Who is telling the story? Why? *source*
4. Who is the audience? *demographics*
5. Is the story fair, accurate, and complete? *perspective*
6. What will I do with the story? *application*

After your analysis, discuss how this analysis process can make you a more informed consumer and – ultimately – a more active member of American society.

2. Envisioning a Better Media Corporation

Imagine you are the CEO of a new media company. Using your knowledge of *pop culture*, *advertising*, *film*, and *new media* and the abuses of big media (our major R.A.M. units), write a detailed corporate vision for an improved media company—one whose producers are more responsive to the **real** needs and desires of its consumers. Consider, in your response how you and your company can make the media environment better. Your paper should address the following questions:

1. On which *media outlet(s)* – film, television, music, radio, magazines, internet, and publishing – will your corporation focus its creative and economic resources? Why?
2. To which *primary demographics* (target audience) will your corporation tailor its programming/products and why?
3. What *advertising techniques & appeals* will be used to market your corporation and why?
4. What *identity markers* (name, logo, motto) will consumers associate with your corporation and why?
5. What would set your media corporation apart from its competitors in the modern-day media world (consider values, programming/products, business methods, etc.)?
6. Most importantly, what *current problems* will your corporation attempt to fix?