

COJO 1000 – Intro. to Mass Media
Content Interaction 1 (100 pts)
Due: Wed. 9/28 by 11:59 p.m. in e-Companion Dropbox

OPTION 2
TELEVISION

Overview

For the first content interaction, you have a choice between two options. This is the explanation for Option 2.

You will choose a television show from the 1950s to watch, and then answer the questions about it. After you have answered the questions, you will compare the 1950s show to a current TV program which is in a similar style or genre and answer the questions about it.

Instructions

1. Choose one of the 1950s programs to watch. Watch the full episode.

Show	Genre	Link
You Bet Your Life	Game Show	http://www.youtube.com/watch?v=y0uTaxbJHPs
Dangerous Assignment	Spy/Adventure	http://www.veoh.com/collection/nostalgiam-tvshows/watch/v16958952fsqYTWtZ
Burns & Allen	Sitcom	http://www.youtube.com/watch?v=I9sOpie-mNI

2. In your paper, give the title and describe the 1950s show you watched. Specifically,
 - What happened during the program?
 - Who were the main characters?
 - Describe the characters and the type of lives they lived.
 - Describe their race/ethnic background, age and gender (all of these as best you can tell).
3. What did you like about the show? What did you dislike about the show?
4. Did anything strike you as unusual or particularly odd about the 1950s program? If so, describe what that was and how you reacted. If not, describe how this was a very ordinary program of its type, whether from the 1950s or today.
5. Now think of a current program on TV that you think is similar in some way to the 1950s program. Provide the TV show name and the genre. Answer the questions below:
 - Who are the main characters?

- Describe the characters and the type of lives they lived.
 - Describe their race/ethnic background, age and gender (all of these as best you can tell).
 - Describe a typical episode and the format. What typically happens on this TV show?
6. Compare the 1950s show to the recent show you described. What struck you as being different about the two programs? What sort of societal changes do you think are mirrored in these TV show differences? You may discuss changes in gender roles, racial/ethnic relations, formats of television shows, advertising in shows, and whatever else you would like to compare/contrast to today's television shows. How do you think a person from the 1950s would react to the program of today that you chose?

Guidelines

This paper should be 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and use 1-inch margins. Submit your paper to the dropbox on e-Companion labeled "CI 2".

Grading Rubric

Grade	Characteristics
A	Follows all of the requirements. Is between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Answers all of the required questions. Well-written, interesting, and engaging to read. No spelling and grammar errors. Displays excellent organization of ideas and opinions.
B	Follows all of the requirements. Is between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Answers all of the required questions. Well-written, interesting, and engaging to read. One to three spelling and grammar errors. Displays adequate organization of ideas and opinions.
C	Does not follow some of the requirements. Is not between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Does not answer some of the required questions. Poorly written at times and not engaging to read. More than four spelling and grammar errors. Displays inadequate organization of ideas and opinions.
D	Does not follow the requirements. Is not between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Does not answer most of the required questions. Poorly written and not engaging to read. More than seven spelling and grammar errors. Displays poor organization of ideas and opinions.
F	Incomplete work that is missing nearly all of the required information. More than ten spelling and grammar errors. Displays no organization of ideas and opinions.