

COJO 1000 – Intro. to Mass Media
Content Interaction 3 (100 pts)
Due: Mon. 11/21 by 11:59 p.m. in e-Companion Dropbox

OPTION 1

MEDIA ETHICS & OBSCENITY

Overview

For the third content interaction, you have a choice between two options. This is the explanation for Option 1.

You will watch a 9-minute clip from PBS about how current programming for young people is saturated with sex, drugs, and violence. Then, you will watch a 6-minute clip from ABC News about the controversial MTV show *Skins*. You will discuss your opinions about media ethics and sexualized television content that is marketed toward young people.

Instructions

1. Do you think that today's shows that are marketed toward young people are "family friendly"?
2. How often do you watch MTV? What are some of your favorite shows (of the past and the present)?
3. Do you think that MTV does a good job at representing, depicting, and featuring its target audience of young people? Does it show accurate representations of young men and young women? To what extent are the shows on MTV scandalous, over-the-top, obscene, or inappropriate?
4. Now watch a 9-minute clip from the PBS documentary called "The Merchants of Cool." Select "Ch. 5: The Giant Feedback Loop" – Chapter 5 from this link:
<http://www.pbs.org/wgbh/pages/frontline/shows/cool/view/>
5. Do you agree with the opinions of movie producer Neal Moritz featured in the clip? Do you think that young people will only watch shows and movies with sex and violence? Do you think that movie producers like Moritz are acting unethically by making such movies?
6. Is the media just a mirror of reality? Does MTV reflect what young people are already doing in their own lives? OR...do the media sell young people a different view of reality, one that is not based in how "real" young people act? Does MTV create images of young people that are not truly "real"? OR...is it a giant feedback loop, as the PBS narrator argues?

7. Now watch a 6-minute clip from ABC News about the controversy over MTV's recent show *Skins*: <http://www.youtube.com/watch?v=OPI4ZLN8vQk>
8. To what extent do you think that young people are already behaving like the characters in *Skins*? To what degree do you think that *Skins* is an inappropriate show, or even obscene and pornographic, for young people?
9. People like Terry Real believe that the media is putting a lot of pressure on young men and young women to become sexually active. Do you think that young people are influenced by shows like *Skins*, even if they are unconsciously influenced?
10. Finally, think about the issue of media ethics and obscenity. To what extent do media have a responsibility to its young viewers? What is the alternative to the current media landscape for young people? In other words, if teen shows were not saturated with sex, violence, and drugs, then what kinds of shows would teens watch and how would teen behavior change?

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 3".

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.