Failure to use scholarly articles (peer-reviewed articles) from Journals will automatically close out the review of your MRP submission.

The information used will be considered invalid, and the MRP grade plummets to zero.
In today’s society there are a tremendous amount of technological advances that have changed the way we consume and use various media sources. The wide variety of media formats and distribution channels have also had an impact on how the media affects us.

The purpose of this paper is to challenge you to think critically about mass media trends that cause the media to change and evolve. You need to determine a topic focus that you can evaluate the PREVIOUS and CURRENT trends for that topic (a comparative essay).

MRP REQUIREMENTS: **YOU HAVE PLENTY OF TIME TO GET THIS RIGHT.**

Your topic should focus on: content/programming, target audiences, business or economic structure, technology, ownership, regulation/laws (e.g., censorship, FCC fines, or deregulation), and so on. Please avoid an expose of personalities (late night belonged to Leno, now Fallon is the man). You must choose one of the eight mediums listed in the textbook (books, films, internet, magazines, newspapers, radio, sound recording, and television).

You should be able to get plenty of ideas on industry trends from your text, conversations with a librarian, and from class discussions. If you spend more than two hours researching and cannot come up with sufficient articles or resources, change your topic, select another topic for the topics list provided by the professor. **You must get the professor’s written approval before changing to a new topic.**

Here is an example: the popular television quiz shows of the 1950s could be the PREVIOUS TREND, and the CURRENT TREND could be reality television. **Check page 5 for proper labeling of each section.**

You may **NOT use** the above-mentioned example of Reality Television Quiz Shows and Reality Television Shows.
THE 3-5-4-3 TREATMENT

A minimum of 3 full pages in body of paper, not including cover page, work cited, etc.

At least 5 credible sources using MLA Style (Style guides are FREE in the library and on our Canvas site).

4 sources must be from a non-web published source.

You must include at least 3 ACADEMIC JOURNAL REFERENCES. List the journal from which your article comes including the title of the article, author(s), source (check the fourth example on the work cited page). Make sure the resources are current. Using a three-year-old article to discuss trends is not acceptable (especially technology-related research).

“EBSCOHOST” IS NOT sufficient (not complete), and is unacceptable. You must be specific (EBSCOHOST in not specific enough.) EBSCO is a Net Library—not a Journal. Wall Street Journal is not an academic journal.

Use of other non-credible sources will result in no credit for the source.

Introduction

Opening statement (something to draw interest in your topic)

The purpose of an essay introduction is to introduce the reader to the subject matter you are writing about and to state the intent of the paper. **End the introduction with your research topic question in the form of a thesis statement.**

Why should the reader be interested?

What is your research question?

Why did you choose this question?

What is your interest in this topic?

What is your belief (hypothesis) (your answer to the question prior to research)?

Body

Use information gained through experiences, articles, and scholarly writings to set up main points and provide the reader with examples that pertain to your topic.

Main Points (included in body) - This section can include several main points.

Here you can discuss in detail some of the information that you have found in your research. Use examples from your research to substantiate your claims/points, and make sure you cite your sources throughout your paper.
What is the article talking about, what did the researchers discover or what is the author discussing?

Conclusion

Summarize the examples that you shared with the readers, what is the answer that you have concluded based on the information you found in your research.

What are your feelings about the topic or the question now that you have had an opportunity to do some research on it?

Also discuss whether or not your research supports your initial belief (hypothesis).

Citing Sources (within the body of your paper)

Do not use excessive quotes from your research; instead, paraphrase in your own words. Do not use verbatim excerpts from your sources. Rewrite in your own words to avoid charges of plagiarism. Follow the MLA format—the preferred Style for Mass Media and Society [the class].

No Wikipedia.

No Blogs.

No dictionaries.

No encyclopedia.

Columbia Journalism Review is an example of a Web site that also has a tangible Academic Journal Newspaper-Magazine.

The articles/sources can be from college Library databases, journals, newspapers, magazines (e.g., Wired, Newsweek, etc.), topic-related books, and credible Internet Web sites. A credible Internet Web site would be one operated by an industry journal, industry organization, non-profit organization, news organization, university, or government organization (no Blogs).

When you are presenting research, make sure the resources are current. Using a three-year-old Mass Media article to discuss trends will hurt you, because trends evolve so quickly (especially media technology).
Formatting

All papers must be typed and double-spaced with 12-point type, Times New Roman font, 1” margins (top, bottom, and sides) and stapled. All papers must be created as a Word document (free Word download information is on Canvas).

Cohorts are reminded to avoid large spaces between paragraphs. No hand-written papers will be accepted. Your name must be typed-written on your paper. Do not use any color, bold text or underlining in your paper. Single page printing only (do not print on both side of your paper).

**Failure to type your name on the MRP will result in a 10-point deduction.**

Additionally, you are required to deposit a copy of your paper in the COURSE MANAGEMENT SYSTEM Electronic Drop Box.

1. Hard Copy of original research to the Instructor
2. Electronic Copy of original research to Canvas

Please spend time with a librarian (nice people), or some other professor whose specialty is research. You may also visit the following URL (Perdue University) for assistance:

http://owl.english.purdue.edu/owl/section/2/10/

Additional MRP Research Help Source documents + URLs are posted on Canvas.

Attach your copy of MRP Instructions to your Project (bonus points for submission on due date).

Grading/ Evaluation

Note: Each section of your paper must be labeled as explained below (mentioned on Page 2).

Failure to label any of the 5 Sections will result in several deductions. The best papers will have continuity and good examples from solid research, and they will be well-written. Your MRP must flow continuously. Do not write the introduction and then construct the body on a separate page. The report must flow continuously (no gaps, no excessive white space).

- INTRODUCTION
- PREVIOUS TREND
- CURRENT TREND
- CONCLUSION
- WORKS CITED
The instructor will evaluate the following:

Cited references, **in-text citations** (failure to cite your sources parenthetically throughout your paper will cost you points).

- Clarity of sentences and paragraphs
- Cover Page specifics (details are important)
- Length of report (do not skimp on quantity)
- Page numbering (NO handwritten reports or handwritten numbers added)
- Scholarly level of references (three academic journals must be included)

**Spelling (check it once, twice)** before turning in your paper, spell-check it and review it carefully for correct word usage, sentence structure, punctuation, and grammar. It is suggested that you ask a fellow college student or someone else to read your MRP prior to submission.

**Cover Page**

Your paper will begin with a cover page that must include the following:

- **Your full name:**
- **Course Title and Number:**
- **Class Number:**
- **Date:**
- **Medium:** (one of the 9 mediums listed in your textbook)
- **Topic:** give the PREVIOUS, CURRENT treatments in topic form
- **Research question:** (turn your Topic into a research question)
This page provides an example of a Works Cited page in MLA 2016 format.

**Note:** We have chosen to include the date of access for the online sources below. The latest MLA guidelines specify that this is optional, but strongly recommended for sources whose date of publication is unavailable.

**Works Cited**


*An Inconvenient Truth*. Directed by Davis Guggenheim, performances by Al Gore and Billy West, Paramount, 2006.


Source: PURDUE OWL. It is the correct way to set up your Works Cited page. Check PURDUE OWL for additional information and updates.
REMEMBER:

All MRP papers are due at the beginning of class on the specified date (see Canvas Calendar). If you have questions and or concerns, see me ASAP.

Do not wait until the last minute.

Read, follow the directions.

GOOD LUCK!
IMPORTANT INFORMATION ABOUT THE MRP

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PLEASE READ