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Media Law Newscast

For the Media Law News Program Production you will work as a team with fellow classmates to research, analyze, and frame a relevant issue in media law. Your group may choose any topic relevant to the course.

You have two options to present your research.

1. **Persuasive Style**- For this option, your group will develop a logical argument that will persuade your audience to a particular belief about the issue you present.
2. **Objective Style**- For this option, your group will present both sides of an issue or case to inform your audience.

You will choose a format to present your research.

1. **Video Program**- Groups will develop a 4-6 minute video on a current media issue or legal case.
2. **Audio Newscast**- Groups will develop a 4-6 audio segment on a current media issue or legal case.

This project has two additional components that will be **completed individually**:

An **annotated bibliography** with 8-10 sources that you used in your project. Each entry includes a one-paragraph summary of the source (noting its topic, purpose, and main points) and one or two paragraphs that analyze the content and comment on its relevance to your project. Bibliographies must correctly follow [American Psychological Association](#) (APA) or [Modern Language Association](#) (MLA) style. Two sources must be academic sources (scholarly book or journal article – this may include class material) and the others should be from journalism outlets, advocacy groups, websites or blogs. The purpose of the bibliography is to hone your research skills.

A 3-page **reflection paper** that explains why you chose your topic and mode of presentation. The purpose of the paper is to think critically about journalism ethics.

Requirement Timeline

- 1) Group project proposal with topic and format – due week 8
- 2) Research Worksheet Form & Annotated Bibliography – due week 10
- 3) News Program Outline & Production Plan – due week 12
- 4) News Program Script – due week 14
- 5) Final News Program – due week 15
- 6) Annotated Bibliography – due week 15
- 7) Reflection Paper – due week 15

How to Make A Newscast

1) **Pick a topic.**

Your group will start with a case or legal issue related to media law to begin focusing your analysis. Examine the broad topics we've discussed in class, and think about what areas your group is interested in exploring more in depth. If you're having trouble narrowing your scope, consider specific readings or concepts that you found compelling to serve as an inspiration. Your argument might evolve as you work, but you need to have a strong sense of it going in so that you can begin cultivating materials. Your initial topic can be a contemporary legal issue, a recent or ongoing case, or a specific media artifact that you will examine from a legal perspective.

2) **Develop a perspective.**

Once your group has a topic, consider how you want to present the topic to your audience.

- Do you want to persuade your audience to support or prevent legislation, take a side on a legal case, or encourage activism around a particular issue? Then you will take a persuasive stance and develop a framework for presenting your argument.
- Do you want to inform your audience about a legal case, legislation, or issue? Then you will take an informative stance and develop a framework to best educate your audience on multiple perspectives related to your topic.

Both persuasive and informative approaches will have a thesis statement and three supporting points, and will address the history, legal precedents, and social context of the topic.

3) **Chose a video or audio format.**

The next step is to decide if a video or audio format best suits your critique. Your project may take the form of a persuasive newscast (like *The Rachel Maddow Show*), an informative newscast or radio program (like a network evening news segment or NPR's *All Things Considered*), or a satirical newscast or podcast (like *The Daily Show* or *The Bugle*).

4) **Research news outlets.**

For the research component of this assignment, create a list of research questions, key word search terms, and sources. Then, split up the source list and have each group member write annotations for 3-5 sources and present them to the group. Compare and contrast your individual analyses and, as a group, decide on 3-5 main points you will cover in your newscast.

5) **Organize research.**

After you have reviewed your collective notes, organize your evidence into an outline format with a clear thesis statement and 3-5 main points. Your thesis will be a concise sentence that states your topic and purpose of your newscast, and your main points

will all support your thesis statement. Under each main point, you will select the relevant facts, history, discussion points, and opinions to sufficiently support the statement.

6) Select audiovisual evidence.

Gather audio or video clips to support your argument. If you're using editing software, you can download editable video files from YouTube and Vimeo using [KeepVid](#). You can also find archival footage and TV footage at [Internet Archive](#).

Take notes on which clips (and which sections of the those clips) you might want to use. Consider the power of the quotes, speakers, outlets, and images when selecting your audiovisual evidence.

7) Write a production plan.

Your group will turn in a Production Plan that describes the format and plan for production. Explain which programs and tools you will use, how you will acquire the video, stills, audio used, and a timeline for completion. At this time, you should contact Media Services to reserve the equipment needed for your project.

7) Write a script.

Each group will turn in a script for their video or audio project that includes a full manuscript of the broadcast including voiceover, clip transcripts, interviews, etc. Your script document will show who is speaking, when audiovisual evidence begins and ends, and a full bibliography of sources. See sample scripts on Canvas.

8) Make the newscast.

Follow the plan you developed in your production plan and script documents. Consult with the instructor if you any questions as you begin putting together project. Check the resource guide below for additional guidance and keep in mind there are media specialists at Media and Production Services that you can consult with as well.

9) Upload the video essay.

To turn-in your project, first upload the video or audio recording to YouTube and then place the link to your video in an email that you submit to the instructor on the last day of class.

10) Prepare final Annotated Bibliography and Reflection Paper.

When you turn in your final draft, *each student* will also prepare an Annotated Bibliography with 8-10 sources. See above guidelines.

Individual students will also write a three-page Reflection Paper that explains why you chose your topic, persuasive or informative style, and format. Your paper will discuss the ethical issues involved in persuasive and informative reporting and how and why your group decided to present its topic and findings.