Due: Week 11, in your tutorial (at the BEGINNING of tutorial; see course outline).

***NOTE: A 5-day grace period will be given for this assignment. If you chose to submit during the grace period, you must submit it to the dropbox on A2L before the deadline. If your submission is after the deadline, your assignment will be given a grade of zero (0%). You may not use MSAF for this assignment, because it is irrelevant – you have five days from the deadline to submit it, whereas you only have 3 days to use an MSAF after a due date. Please contact your Faculty Dean’s office if you require further accommodation—that is the university’s policy.

Value: 20% of overall course grade
Length: 1300 – 1500 words (plus references); about 5-6 pages double-spaced

Purpose: To engage in central debates about communication/media and society; to make an argument about the relationship between media, society/culture, and power.

Guidelines: Choose one of the following statements (topics). Write a paper that argues for one side of the debate or another. Make an argument. Provide evidence and research to back up your thesis. Then, please present a counterargument and your rebuttal--assume someone is arguing against you and address their critique by outlining their argument and responding to this critique with your rebuttal argument. This demonstrates that you can consider another perspective but defend your position against critique. Be sure to have a strong conclusion.

Notes on Writing:
• Please use at least 3 outside sources, plus the course textbook (1 course textbook + at least 1 scholarly, + the other 1 is flexible (blog, vlogs, magazines, op-eds, etc.)
• Please use formal, academic writing, including proper APA in-text citations and references in APA format.

Evaluation: TAs will mark based on the following:
• Clearly articulated argument
• Clear, logical, strong evidence supports the argument
• Critique to argument presented
• Strong rebuttal presented
• Solid research, using proper sources
• Writing is clear, analytical, and coherent
• Spelling and grammar
• Word count: 1300 – 1500
• References submitted, in proper APA format

Debate Topics: Please choose from this list; if you have a different idea, you need to have it cleared, in writing, by your TA.

1. Should the CRTC regulate Netflix, Apple TV+, Prime Video, or other streaming services that are now offered in Canada?

2. Do social/digital media platforms such as Facebook, Twitter, Snapchat, Instagram create a more democratic society?

3. Does media objectivity exist, or is all news/press dominated by some kind of interest (corporate, political, personal, etc.)?

4. Should the CRTC allow American commercials during the Super Bowl?

5. Does the MAPL system for regulating Canadian music work in protecting Canadian artists?

6. Have e-books caused the demise of the book publishing industry?

7. Should all magazines become online-only?

8. Should news organizations be allowed to own more than one news outlet (company/organization/paper)?

9. Should news outlets provide all of their content for free on the Internet?
10. Does Canada need more diverse opinions in the news?
11. Does Canada need more independent media?
12. Has public relations and journalism become one?
13. How well do Canadian media represent First Nations/Indigenous people and issues?
14. Does the film industry provide enough positive gender representations? (or trade out TV for film)
15. Does the film industry provide enough positive LGBTQ2 representations? (or trade out TV for film)
16. Does television today reflect the racial, ethnic and religious diversity in Canada?
17. Should video game addiction be treated as a medical disease?
18. Should elementary/primary schools ban kids’ use of social media at school? (You could narrow this by choosing one platform.)
19. Do social media platforms help social movements make social change, or is this just “slaktivism”?
20. Does the U.S. unfairly dominate global film and television?
21. Should the CBC be defunded?
22. Should the Canadian government support net neutrality?
23. Should driverless cars, trucks or busses be legalized in North America?
24. Do mobile smartphones contribute to social equality?
25. Should celebrities be allowed to sue the media for libel? (You can substitute “politicians” for “celebrities” as a different option.)
26. Would media democratization contribute to a more socially just world?
27. Has Drake made Canadian culture globally relevant?
28. Should the City of Hamilton ban advertising on city busses?
29. The Ford government in Ontario has called the Queen’s Park media “the official opposition party”, which can be interpreted the same as Trump’s statement that the media are the enemy of the people – is the media responsible for the state of politics today?
30. Should alcohol ads be banned during the broadcasts of professional sporting events (NHL, MLS, MLB, NBA)?
31. Should online media organizations such as The Rebel https://www.therebel.media/ or Breitbart (http://www.breitbart.com/) be banned in Canada?

**If you have an idea for a debate topic that is not on this list, please get a written confirmation and approval from your TA.
Media & Society Analysis Assignment Rubric
Assignment Value: 20% of grade in course

NAME: _______________________________________

1. Clearly articulated argument. (3)
   Excellent (3)  Good (2.25)  Average (1.95)  Fair (1.65)  Poor (1.05)  None (0)

2. Clear, logical, strong evidence supports the argument. (3)
   Excellent (3)  Good (2.25)  Average (1.95)  Fair (1.65)  Poor (1.05)  None (0)

3. Critique to argument presented, and strong rebuttal presented. (3)
   Excellent (3)  Good (2.25)  Average (1.95)  Fair (1.65)  Poor (1.05)  None (0)

4. Strong rebuttal presented. (3)
   Excellent (3)  Good (2.25)  Average (1.95)  Fair (1.65)  Poor (1.05)  None (0)

5. Solid research, using proper sources. (2)
   Excellent (2)  Good (1.5)   Average (1.3)   Fair (1.1)   Poor (.7)   None (0)

6. Writing is clear, analytical, and coherent (including good organization, flow). (2)
   Excellent (2)  Good (1.5)   Average (1.3)   Fair (1.1)   Poor (.7)   None (0)

7. Spelling, grammar, syntax—the mechanics of writing. (2)
   Excellent (2)  Good (1.5)   Average (1.3)   Fair (1.1)   Poor (.7)   None (0)

8. Appropriate length (1300 – 1500 words). (1)
   Excellent (1)  Good (.75)   Average (.65)   Fair (.55)   Poor (.35)   None (0)

9. Appropriate / APA formatted reference in-text and bibliography were submitted. (1)
   Excellent (1)  Good (.75)   Average (.65)   Fair (.55)   Poor (.35)   None (0)

COMMENTS:

OVERALL MARK: ____________ /20 or ____________ %