

Ambient Media Assignment

Introduction to Communication Studies

Date Due: Your paper must be posted at least 24 hours before your conference time on your conference's designated bulletin board and a paper copy is due at the beginning of your conference. We will be happy to provide comments on drafts during office hours but not over email.

Purpose and Particulars: Please see the assignment sheet entitled "Conference Papers."

Relevant Readings: Gitlin and Marvin

Background: Both authors offer some kind of comment on the idea that our everyday lives are saturated with media and that communication is a modern obsession. In addition to the media we actively choose to consume, these media suffuse many other spaces through which we move everyday.

Task:

1. Pick a familiar setting from your daily routine in which there is lots of ambient media content – images, words, sounds, muzak, programmed smells, designed packaging or other media content to which people may or may not normally pay attention.
2. Spend some time actually paying attention to the ambient media.
3. Describe the setting and media.
4. Apply at least once concept, idea or proposition from the Gitlin or Marvin readings to your setting and/or media. Explain how your chose section offers insight into your event or artifact.

Tips: The paper doesn't need to go in the order of the assignment. The strongest papers often integrate the discussion of the reading with the discussion of the example.