

Assignment Guidelines: Cultural artifact analysis project

Worth: 35%

Due: Mon. Nov. 27th – posted to ePortfolio by midnight

[Note: due date is changed to later date than in course outline]

Reminder: your project must be accessible to everyone in the class, even if the rest of your portfolio remains private/viewable only by me. I will provide instructions on how we will manage this requirement.

Students are required to choose one object or “artifact” related to the cross-cultural study of gender and prepare a visual and textual analysis of the artifact.

Examples of appropriate artifacts include (but are not limited to): newspaper article, advertisement (print/audio/video), photo/image, artwork, magazine issue, book, photograph, internet meme, video clip, song, music video, poem – feel free to discuss ideas with me.

- The key criterion is that it communicates something about gender identity, gender relations, or gender ideologies ***in a specific cultural context*** or ***in comparison of*** two or more different cultures.
- Through the internet, you have access to media from all over the world – you may want to find an artifact from a blogger in Nigeria, or a TV ad in India, or a music video from Korea; in other words – don’t limit yourself to only North American sources

Your analysis project must incorporate themes from the course, and integrate material from assigned readings and/or other relevant scholarly material.

Presentation of project:

Try to make your presentation as engaging as possible. Possible formats:

- PowerPoint slides (could incorporate hyperlinks; audio or video clips; audio narration)
- Video of you presenting your project
- Photo Essay (again, could have audio narration, or could have text to outline your analysis of the images)
 - you could begin with one image as the focus of your project and use other related images to illustrate your analysis, OR
 - you could focus on a set of related images for your analysis, for instance:
 - a number of cartoons by the same illustrator (e.g., satirical cartoons in newspapers]
 - a collection of photos from the same social media site (e.g., someone’s Instagram account, or blog)
- Interactive blog post – similar to your critical reflections, but with significant visual component and more in-depth analysis

Requirements:

Your analysis must include:

- a clear identification of the “artifact(s)” you are focusing on – this should be introduced at the beginning of your presentation
- an organized online presentation that viewers can easily follow (view/read/listen to)
- incorporation of key course material:
 - you must identify which course topic(s) your analysis relates to (e.g., Gender & Language; Forms of Masculinity; Gender & Religion...)
 - you must apply terms and concepts learned in the course
 - include terms/concepts defined and explored in the readings and in class, and discuss how they can be applied to an analysis of your cultural artifact
- incorporation of scholarly sources in your analysis
 - your analysis will not be simply based on your own opinions and understanding; you must apply ideas from scholarly sources to support your analysis
 - **you must use a minimum of 5 scholarly sources**, of which *a maximum of two* can be assigned course readings
 - you must follow correct academic conventions for citing sources in your text (using either APA or MLA format)
 - **you must include a References (APA) or Works Cited (MLA) page** which will include only the sources which you have cited in your presentation
- you may want to pose questions to your audience at the end of your presentation – i.e., open-ended, critical thinking questions that will stimulate your viewers to reflect on the ideas you have presented
- length:
 - it is difficult to give a word count requirement, due to the variety of formats which may be employed
 - your project should take 10-15 minutes to read or view
 - text or audio component should be the equivalent of a medium-length essay, i.e., 1500-2000 words (if you are creatively employing a more-intensive visual or video component, you may discuss the possibility of having less text with me)

Grading:

Grade will be based on:

- ♦ Content (choice of artifact; quality and depth of analysis; appropriate length)
- ♦ Incorporation of course material (relevant and appropriate terms and concepts applied; correct use of concepts showing understanding)
- ♦ Presentation style (engagement with audience; ability to hold interest; communication of ideas)
- ♦ Following guidelines (minimum number of sources used; appropriate scholarly sources chosen; correct citation format used)

A grading rubric will be provided as a guideline.