Media Image Paper

DUE: in class and on Canvas <http://elearning.ufl.edu/>
(Nota: Those on Panel 9 may submit papers on 6/17 in class and on Canvas)

LENGTH: 7-8 pages, double spaced, 12-pt font + list of Works Cited

DIRECTIONS:
This assignment asks you to assess key aspects of a course poet’s media image over the past 1-2 years. After browsing the hits in your database* search, find a thread that interests you, and engage with 3-5 media sources in your paper. In addition, touch base with 2-3 relevant poems from our texts. (The # of sources you select will determine the degree of depth you'll go into each of them; use the # that best suits your rhetorical needs.) How would you characterize your poet’s media image, and what do you see as the determining factors? Do you think that journalists misunderstand something essential about your poet?

To generate your analysis, you’ll use the LexisNexis Academic database* to browse through major newspaper and articles (see instructions below). If you need to make a brief biographical point in your analysis, you may use your class notes or one of the poetry resources on my Links page. You will not have room to use any additional outside sources for this paper.

Remember that you are writing an argumentative paper and not a report. This means your paper will have a thesis, and your body paragraphs will have framing claims (aka topic sentences). Your introduction and conclusion need to step us out to the big picture and to what matters about your topic. Feel free to consult me about tailoring your topic! Come with something written down (a paragraph, chart, list, even a diagram).

Brainstorming Questions:
- Which poem(s) or traits prove most crucial to your poet’s media image, and why?
- Do you think the media focuses too much on your poet’s life? How, and to what effect?
- What weight do journalists give to your poet’s personality vs. skill?
- Do journalists invoke your poet to comment on current events, social issues, or social trends?
- Does the media position your poet as a representative figure for a demographic group?
- To what extent does nationality (Britishness, Irishness, a/o Scottishness) shape your poet’s image?
- What key thing does the media seem to be missing—or getting—about your poet?

To Access LexisNexis:
1. Make sure you’ve done the necessary steps for Off-Campus Access to the UF Smathers Libraries. You’ll find instructions under the Services column of the home page. http://cms.uflib.ufl.edu/
2. From the Smathers Libraries home page, click the Databases tab.
3. Click Databases A-Z.
4. Click on L, then click LexisNexis Academic.
5. In the red search box, enter your poet’s name.
6. Click on the Advanced Options tab underneath the red search box.
7. For Specify Date, enter Previous two years.
8. For Select Source, choose Newspapers only.
9. Click Apply.
10. Click Search in the red search box.
11. Cruise through the hits, taking notes on trends that most interest you.