SOCIOLOGY 105: SOCIAL PROBLEMS & ISSUES

Final Paper Outline & Structure

I. Introduction

- a. Background on the Social Problem of Choice
 - i. Justification/purpose for choosing social problem
 - ii. How & why is this identified as a social problem?
 - 1. What is the contextual background of the social problem (historical, social, political, cultural, economic, spiritual, etc)?
 - 2. Where is this social problem occurring?
 - 3. Who is/are affected by it?
- b. Very Brief Introduction of Media Selected to Address Social Problem
 - i. What is the "title" (if applicable)?
 - ii. Author of media piece?
 - 1. Background on author(s) and/or corporation/institution that created, sponsored, and/or endorsed the media content
 - iii. What type of media is it?
 - iv. What product/topic is it addressing?
- c. Organization of the Paper
- II. Short Summary of the Media and its Message
 - a. Media Content of Choice
 - i. Type of media (e.g., print ad, commercial, billboard, news article, film trailer, radio/TV show, Internet promo, etc.);
 - b. What is the "title" (if applicable)?
 - c. Author of media piece?
 - i. Background on author(s) and/or corporation/institution that created, sponsored, and/or endorsed the media content (e.g., sales, well-known products/messages endorsed, common/popular ideology(ies) presented, etc.);
 - d. Purpose of the media (e.g., marketing, raising awareness, educational, entertainment, etc.);
 - e. Direct message the media conveys/attempts to convey (e.g., buy a SONY PlayStation 4);
 - f. Who is the target audience? What evidence do you have to support this?
 - g. Justification for choosing this media content;
 - i. How is this relevant to the social problem addressed in the introduction?

III. The Group's Argument/Critique

a. The group argument (i.e., how does this particular media content you have selected perpetuate/promote/inadequately address the social problem you are focusing on?) Please see section "III. Your argument" in the critical analysis paper structure guidelines for more information. *Note:* The written form of this will manifest into the creation of your alternative/counter-argument in the form of media for your group presentation.

IV. Conclusions

- a. What is your overall argument based on the evidence and analysis provided?
 - i. How have you proven this argument?
 - ii. What is the importance of your argument?
- b. What are some implications and/or recommendations for future work in this area?:
 - i. Research-related;
 - ii. Policy-related;
 - iii. Practical actions/steps that could be taken