Application Analyses: Instructions and Grading Criteria

You will present two application analyses to the class. These are focused on the real-life relevance of our readings and on developing transfer – the ability to apply what we learn in class to social phenomena outside class. You will sign up on Blackboard, before the second class period, for the two class periods during which you will present these application analyses. For each application analysis, you will find a media piece that provides an empirical example of a concept from that week's reading in current practice or discussion. You may select the medium (e.g. newspaper article, blog post, short video clip, advertisement, etc.) but may not use the same medium for both application analyses. After searching for and identifying the medium, you will submit it via Blackboard (or, if it is something that cannot be electronically submitted that you will be bringing in to class, you can describe what it is on Blackboard). You must provide either a URL/link to the example you found or provide relevant bibliographic or descriptive information, as appropriate. During class you will take a few minutes to summarize the media item you selected, explain the relevant sociological concept the piece of media demonstrates, and explain how the piece of media (or select parts of it) applies to said concept or what you learned from it.

Criteria	Description of Excellent (A) Performance
Content	Media content is relevant to the week's readings. The presenter's explanation of the content, the related sociological concept, and their connection are all clear and effectively presented.
Sociological Relevance	Sociological relevance is clear and consistently reinforced.
Organization	Well-organized in a logical sequence. Easy to follow.
Delivery	Audible and articulate. Appears prepared.
Complete	Contains any necessarily bibliographic information. Follows guidelines (e.g. the second one uses a different medium).