

HOW-TO PREPARE A PRESENTATION ON A THEORY OF YOUR CHOICE

1. Choose a topic / theory.
2. Find a **scholarly article** no older than 2005 that discusses a mass communication theory. You might want to use academic databases available at the library (EBSCO, JSTOR, INGENTA etc.) to find academic communication journals. Look into your course syllabus, as well. The article may be a research article, describing how certain theoretical assumptions were tested in research, or an article simply discussing theoretical issues as regards a particular mass communication theory.
3. Clear the article with me first, i.e. send me a copy of the article via email. Make sure to include the topic / theory into your email. I will look through the article and confirm it (or reject it).
4. Read the confirmed article several times.
5. Make notes and include them into your presentation. In particular:
 - article author(s)
 - journal title, number, year
 - a theory which the author(s) discussed in the article
 - in a nutshell, what this theory states
 - specific aspects of the theory which the author(s) discussed in the article
 - on what theoretical assumptions the author(s) based their hypotheses - see the literature review section of the article
 - which theoretical assumptions the author(s) rejected and why (if any)
 - if this is a research article, what research method(s) the author(s) used to test their hypotheses - just mention in a few words: an experiment was carried out..; a survey was administered..; content analysis was conducted..; interviews were held.. etc.
 - what are the findings? what results we obtained (even if negative)? were hypotheses supported?
 - summarize in your own words: what would be practical, real-world application of the findings on this theory discussed in the article.
6. Prepare PPT and rehearse (10-12 minutes)
7. Present.

Also, make sure to write a 2 to 3 pages paper discussing the article you are presented. It may look like your reflection on the article or a kind of a 'written extended presentation', which means you may include in it everything you had not enough time to report in your presentation. This paper has to be turned in on the day when the presentation is held along with a Xeroxed copy of the article under discussion. **The paper is a part of your presentation, not something needless or extra.** The paper must be PRINTED (!) not hand-written (12 points size, double-spaced)..

Be ready for brief questions on your presentation from your classmates.

Notes from the Instructor: Probably, you think that it looks as a lot of work to present all that information. Believe me, in actual fact, if everything is done accurately, the presentation may even take less than 10 minutes:-)