

COM120: Media Trends & Industries
Paper #1

**How does the media organization I have selected
adapt and succeed for the world beyond 2020?**

Due date: 8 a.m., Monday, Nov. 23 via Blackboard

Format:

Name

Date

Title

Double-spaced and between 4-6 pages, this paper should be typed in 12-point font and written about a media organization – which can be a network (don't forget streaming ones!), show/program, magazine, newspaper, website, PR or advertising agency, streaming services, record company, movie company, book publisher, etc. (You must get Molly's OK before proceeding.)

Your paper will offer a brief historical context (and possibly a look into how the org adapted in the past). You will define a modern hurdle/problem/adaption – like media conglomeration, the move to digital, the move to mobile, etc. – the organization is dealing with/has recently dealt with. You will explain the path forward.

You may use articles in the popular press, academic studies and articles from trade publications as your sources. (Remember, Wikipedia is *not* an acceptable source.) If you quote someone or take something – even an idea – from another source, you must cite it. At the conclusion of your paper, you must include a Works Cited page, though it does not count in the 4-6 pages. Use either MLA or APA style; your choice, just be consistent.