

**A Community-wide Conversation about
Contemporary Media Landscapes**

Oyster River High School

click below to view the movie

Mass Media Audio Lab: The Genesis

Storytelling. It is a huge part of our culture. Even advertisements partake in this age old act. We all participate in this process, even if just from the sidelines, but this quarter it will be your responsibility to contribute stories that are both culturally aware and personally relevant to you.

Throughout this quarter you will be asked to develop your digital recording and editing skills, as well as your ability to understand the aesthetic complexity of sound in order to create an auditory experience that adds to the story that you wish to tell.

You have all worked hard to develop research papers that look closely at a particular topic which shows how human beings intersect with their mediated environments. As you go forward you and your group members must find common ground among your focus topics, synthesize your work to develop current themes that you feel are important, and develop a story that can be told in an audio format.

What will you do first?

- **Come up with a collection of themes that relate to your topics.** How can you relate the ideas that you have been studying with one another. Where can you find common ground? You do not have to stick strictly to your topic, but rather to draw from it for inspiration.
- **Choose a few themes from your list that you feel you can explore creatively.** Which themes do you associate with most strongly? Which ones offer the most room for creativity?
- **Brainstorm ways that you might tell the story.** Think about formats that you all find interesting, and that can be adapted to a radio or audio medium: documentary, ad campaign, news program, talk show, album, spoken word collection, essay series, soap opera or drama, satire, quiz show/ game show, etc. How might your story develop in a particular format? What elements would you include? How will you use sound to tell this story? How will you inform and entertain? Who is your intended audience? How will this concept appeal to this group?

What next?

- **Write a proposal.** You and your group need to formalize your idea in a proposal. **Due April 9.** You need:
 - To describe the idea/ theme that your production will address: discuss how you developed the idea, why this topic is relevant/ important to you and your intended audience, and how you intend to handle any problematic aspects of the topic (ethics, privacy, etc)

- Develop a concept/ format in which you will tell your story. You and your group should plan to create a ½ hour program. Describe in detail your plan for actualizing this story. Explain why the format you have chosen is appropriate to the message you are delivering, how you will make choices that are consistent with your message, and what technical codes you will employ. Research references for your genre and explain what ideas and concepts you and your group find most effective and appealing.
- Create a game plan that includes the goals of your project, a schedule, and a list of roles and responsibilities that need to be met. Show that you have made agreements within your group about who is responsible for what, how you will keep yourselves accountable (what consequences are reasonable and fair if a person doesn't do his or her part?).

Getting to Work:

Though you do not have to wait until all your plans are finalized to get started, you should begin by planning. You will need to develop a storyboard for your program that incorporates content, transitions, aesthetic elements, and consistency of style & message. This storyboard will *visually* represent the plan you have made for your story. The storyboard will be due in class on **April 30th**. You and your group will be expected to present your idea to the class during the following block period. You must defend your concept, explain the progress that you have made, discuss any problems and challenges you have encountered, and talk about anything that you have tried that has worked well for you.

Your final product will be due **June 2nd**. You and your group will need to plan accordingly. **Work time in class will be provided every Monday in class between April 14th and May 19th**. You and your group must plan for this time wisely. **If there is any indication to me that you are not using this time appropriately and collaboratively, you will lose the privilege of in-class work sessions, and so will all the other people in your class.**