

Jour100: Media Literacy Ownership Research Paper

For this assignment, you are required to write a brief report about a media company. First thing to do is of course finding a media company that you are interested in. Try to find an interesting company, but do not select the company that is too hard to find information. You can choose: newspaper, book, magazine, TV, film, cable, or radio company, for example. Do not choose record, technology, video game, or telecommunication company.

Your report should consist of three parts:

1. Profile of ownership structure. (50%)

- a. Who owns this company and, if any, what other companies belong to this conglomerate?
- b. Who is a top executive of this company? Where did s/he work previously? When did this person get this job? What kind of educational, professional, political background does this top executive have?
- c. How big is this company? How many employees? How many branches, offices, in how many different states and countries?
- d. How much money does it make? Is it profitable company?
- e. How old is this company? When did it start? Is this company a by-product of merger or spin-off?

2. Contents and Target Audience (50%)

- a. What kind of media company is this? News? Entertainment? Sports? Politics?
- b. What kind of audiences does this company try to appeal?

In your paper, be sure to cite the source of your information. The report should be typed in 12-point font, double-spaced. You should be able to complete this report in 3-4 pages (excluding the cover page and references).

Your grade will include thoroughness of your background research about the company and your solid logical argument about why this media company is good or bad.

Good Luck!