

Political Science 433: Politics, Media and Public Opinion
Spring 2008
Content Analysis Research Paper Assignment
Dr. Belt

This paper is due Wednesday, April 30, 2008.

The page length requirement for this paper is 8-10 pages (not including codesheets). You are to turn in your codesheets with your paper. Do not put a plastic cover on your paper, just staple it. Use Times New Roman Font, double space your paper and use margins of 1 inch on all sides. Include page numbers.

Your paper should do the following:

- ◆ Discuss what you expected to find compared to what you actually found in your research.
- ◆ Compare/contrast the content of your two media sources.
- ◆ Explain how you did your research fully and clearly so that someone else could follow your procedure and come to the same conclusion.
- ◆ Use Lasswell's framework for media effects analysis: Who says what in what channel to whom with what effect.
- ◆ Apply theories and concepts from class lectures and the readings in order to:
 - Explain overall coverage of your issue topic(s).
 - Coverage differentiation among media formats and/or outlets.
 - Content impact on the audience (media effects).
- ◆ Use the data (such as quotes, numbers, images) to support your findings.

Your paper should be a comprehensive essay, not merely an outline that responds to the above points of information. Make sure to have a succinct thesis, demonstrate it with your data, and include a meaningful conclusion. Cite course readings where appropriate.