

- Who is Tim Burners-Lee?
 - Was a scientist at CERN (the European Organization for Nuclear Research)
 - March 1989, Tim Berners-Lee invented the World Wide Web, an Internet-based hypermedia initiative for global information sharing while at CERN
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- How did Tim Burners-Lee impact our society?
 - He came up with and created the world wide web (www) and Hypertext Markup Language (html)
 - o bringing the internet to the masses while allowing for a much richer user experience
 - The www changed how people communicated with others
 - o allowing for a more diverse world of communication
 - The www changed how people get their information about news and events
 - It has and still is filled with controversy
- How did Tim Burners-Lee change our society?
 - By making data easily available anywhere from any device that is online
 - The web has revolutionized the way we live, work and communicate
 - Took the internet, which was primarily text based and used by defense organizations and academic institutions
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- How is Tim Burners-Lee portrayed in media?
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- How did Tim Burners-Lee impact our media or society even today?
 - Continues connecting people who otherwise would never have meet
 - Re-imagined or new and innovative ways on how they communicate
 - o Web and Email
 - o Voice chat
 - o Video chat
- What is the significance of Tim Burners-Lee to the chapter referenced?
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<https://www.ukessays.com/essays/media/tim-berners-lee-the-inventor-of-the-internet-media-essay.php>

<https://internethalloffame.org/inductees/tim-berners-lee>

<https://www.telegraph.co.uk/technology/news/4979384/Sir-Tim-Berners-Lee-The-man-who-invented-the-world-wide-web.html>

Mass Media and Society

Famous People in the Media

Famous people in the media will be a written report (1000 words) and an in-class presentation (maximum of 10 minutes). Keep in mind that “media impact” is your main angle. ***ALL WRITTEN REPORTS ARE DUE Tuesday, March 20 by 11:59 p.m. in the D2L Dropbox "Assignment #3 Famous People in the Media"***

Important: at least one week prior to your presentation date (or earlier, is preferred), e-mail to Mary (mschulte@online.jccc.edu) a detailed proposal of what you plan to cover during your presentation. Include:

- your actual introduction to the person including important dates in a timeline of their life;
- content you plan to cover in your oral report, including the specific “angle” you plan to present to the class (rather than general information...be specific and narrow your focus to the “media impact” of the person);
- your actual PowerPoint presentation (6 slides maximum...please include an introductory slide);
- the media you plan to show in class (photographs, audio, or video—include the audio or video link’s URL so I can preview it);
- a copy of your actual class activity related to the key person/event you have planned for your classmates; and
- your bibliography with a brief description of what you are using in your presentation from each source.

The proposal should be attached to the e-mail as a Microsoft Word document or as a Rich Text File (.rtf). No other type of word processing file will be accepted. If you don’t have PowerPoint, feel free to either use the program in a campus computer lab or use a similar software program.

Failure to complete each element and send the e-mail on time, and with sufficient content (a week prior to your presentation date) will result in an automatic 10 point deduction in your grade. Continued failure to turn in a complete proposal before two days ahead of your presentation will add another 10 points in deductions. The purpose of the proposal is to allow Mary to provide you with timely and helpful feedback and to approve your proposal. Feel free to

talk with me about your presentation at any time. Because this is a major project for the course, and it counts as much as the final test, I expect you to put a sufficient amount of time into your preparation for your presentation. Procrastinators beware!

Please note that no makeups are permitted under any circumstance. If you are absent on the day of your assigned presentation, it cannot be made up on another day.

At the time of your presentation (at the start of class), please provide Mary with a one-page bibliography (in MLA format) of at least three different and reputable sources you used to complete your assignment. Under each source, type a brief paragraph that describes the information you used from that source for your presentation. Your bibliography will not be accepted after class. If you wish, feel free to e-mail your bibliography to me before class.

For your class activity, consider a class discussion question related to your presentation, a game for the class to play, or come up with your own idea for an activity to involve your classmates in better realizing the impact of the person on the mass media and mass audiences.

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Here's an example of a presentation, using the birth of the MacIntosh computer as the topic:

A brief verbal introduction to the topic with some background information about the idea Steve Jobs had to make a "different" kind of personal computer that would set it apart from the PC computers that were currently being used. Basically, this is a good time to answer the important questions: who, what, where, when, why, and how, as a way to properly introduce the topic and theme of your presentation to the class. For example:

"My presentation today is about the birth of the MacIntosh computer. (who) Steve Jobs and his friend Steve Wozniak were the original inventors of the first Apple computer (what) in the 1970s (when) in their basement in California (where), as a way to more personalize a computer in a user-friendly and graphically-pleasing manner (why). They used their combined knowledge of microprocessors, marketing, and understanding of a consumer's possible need for a use-friendly computer (how)."

Slide 1: a photo of a basic PC with a listing of what the computer can do.

Slide 2: a photo of the MacIntosh computer from 1984 with a listing of what IT can do that is "different" or "better" than a PC.

Slide 3: Examples of the types of professions that are benefitted by using a MacIntosh computer versus a PC, using photos and type.

Slide 4: three recent photos with descriptions of how the MacIntosh was adopted by various companies.

Slide 5: statistics and photos about the growth and further development of the various MacIntosh computers from its birth in 1984 through the end of 2012.

Media to be shown in class: either the very first MacIntosh computer commercial shown on TV or a brief video of Steve Jobs talking about how the MacIntosh computer will/has changed the industry...OR a commercial or video showing a competing brand (such as Microsoft) trying to one-up Apple by essentially producing technology that mirrors the Apple brand.

Class activity: I will bring in my i-phone, i-pad, and laptop to show the class how much easier it is to interact with Apple-based products than non-Apple products. This shows my classmates how the MacIntosh led to further development of Apple products. I will then put a discussion question on the board that will compare how much Apple has advanced since the birth of the MacIntosh in 1984 until today...and we'll discuss the social perceptions that people have about Apple products versus non-Apple products. I will then poll the class to see how many students own an Apple product versus how many don't...and find out just why some students are willing to pay more money for an Apple product. Is it good marketing, a good "brand" name, the cool thing to have...or is there a "snob" factor that has emerged about the Apple product line.

Evaluation form for Key Media People Project

Student's Name \_\_\_\_\_ Topic \_\_\_\_\_

\_\_\_\_ Complete proposal sent to Mary at least one week prior to my presentation (subtract 10 points, if not)

Proposal contained effective detail of my presentation for its acceptance, which included:

~the typewritten introduction to the topic

~A description of the presentation's content and specific "angle" of the topic ("media impact")

~The actual Power Point slides (6 max) & all content on them, including an introductory slide

~The audio/visual media to present including specific URLs of any videos/audio I will show in class

~A copy of the class activity I have planned for my classmates

~My bibliography of (a minimum of 3) sources used for my research

Introductory/background comments provide a strong description of why the person is key to the study of media

Verbal report is presented in a friendly, conversational tone, sounds well prepared and doesn't sound read, unrehearsed, or produced at the last moment

6 (maximum) PowerPoint slides are visually pleasing, well developed with correct spelling/grammar

Overall presentation emphasizes a specific “angle”; it clearly shows the relevance the person had on our society as presented through media coverage...and his/her “impact” on our society is evident

Presentation covered details such as historical content, evidence of what this person or event means to our society in 2018.

Audio or visual media is effective and adds quality to the presentation

Class activity was creatively designed and relevant to the presentation; interaction among classmates was upbeat and educational

Overall time spent was appropriate and used effectively (maximum 10 minutes in length)