**Task description**

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**Essay: Representation & power**

Write a 1500 word essay in response to the following question: **What is the relationship between representation and power?**

Your essay will address the question by developing a critical argument about one of the two case-studies we workshop in Seminars 8 to 10.

Specific advice will be given in seminars, the tutorials, and online, about how you should structure your response to your chosen case.

Seminar 11 will give detailed explanations on how to write the essay, including suggested questions and arguments.

Your response should**:**

* Define key terms relevant to your case
* Make a clear and critical argument with appropriate evidence from your chosen case and relevant academic sources
* Cite at least three different academic sources

**You must reference at least three different academic sources in order to achieve a passing grade.**These sources can include those provided from the reading lists. You can also cite the recommended text (Carah and Louw, 2015).

[The marking criteria for the task are here.](https://edge.edx.org/asset-v1:UQx+COMM1120+2017_S2+type@asset+block@COMU1120_Assessment_2_criteria.pdf)

The citation style we use in this course is APA. [You can find a citation style guide for APA here.](https://guides.library.uq.edu.au/referencing/apa6)

Check the due date for the essay on the electronic course profile.

You must submit your essay using Turnitin via Blackboard.

**FAQ**

Here are some answers to commonly asked questions:

* Your essay may go 10% over or under the word count.
* The reference list is not included in the word count. In-text references and quotes are included in the word count.
* Do not use headings or sub-headings in the essay.
* Your essay should have a title.
* You should format your essay in 1.5 line spacing with an 11pt font size, in a standard font (Times New Roman, Arial, Cambria, Calibri or similar).
* You can write in first person, using expressions such as 'I argue that...'.

If you have further questions, feel free to ask them in the dedicated discussion board. Otherwise, please contact the course teaching staff by email

Your essay will be written in response to one of the two case studies that accompany Seminars 8, 9 and 10.

These seminars are central to our exploration of representation and power in the later weeks of the course.

So although Assessment 3 has only one component – your essay – there are still a number of tasks to follow as you research, plan, and write your essay on representation

1. Work your way through Seminars 8, 9 and 10, and the case study modules that accompany them.
2. Identify which case study you would like to write your essay about: either the student protests at UC Davis, or contests over the meaning of Australia Day.
3. Focus on an aspect of your chosen case study. Both case study modules contain a number of units that develop different aspects or moments of each case, relating them to particular concepts we will explore in our discussion of representation and power. You might like to use one of these as the starting point for your own argument.
4. Decide which of the key concepts from the course will underpin your argument about your chosen aspect of the case studies. Deepen your reading around these concepts, and how they will help to support the claims you are making.
5. Plan your essay. Seminar 11 contains useful advice for researching and planning essay-length academic arguments.
6. Draft your essay, using your plan as a guide, while also discovering the detail of your argument as you go.
7. Proof-read your work. Read it aloud to detect mistakes and to achieve fluent expression on the page.
8. Submit your essay to Turnitin via Blackboard. Be sure to get an electronic receipt as confirmation that your assignment has been successfully submitted.

Your essay on representation will analyse one of two case studies that we'll be exploring in Seminars 8, 9, and 10.

[Case 1](https://edge.edx.org/courses/course-v1:UQx+COMU1120S_6960_64764+2019_S2/jump_to_id/b4e8a47b72fe497389c756e903a3e5eb) addresses the events surrounding a 2010 student protest at the University of California, Davis.

[Case 2](https://edge.edx.org/courses/course-v1:UQx+COMU1120S_6960_64764+2019_S2/jump_to_id/7887a6c497c141599fcce4bfbb76013f) address the changing, contested meaning of Australia Day from its origins in colonial history to the present.

The two cases provide rich examples of the way in which media and power interrelate.

We examine each case by concentrating on a range of aspects that connect to central concepts studied across the course. Use any one aspect of either case as the focus for your essay on representation.

With a particular aspect of a case study as its basis, the essay on representation will allow you to deepen and refine your understanding of crucial concepts that drive our examination of media and society in this course.

When you write your essay, you can assume that your intended reader (ie your marker) is already familiar with the case.