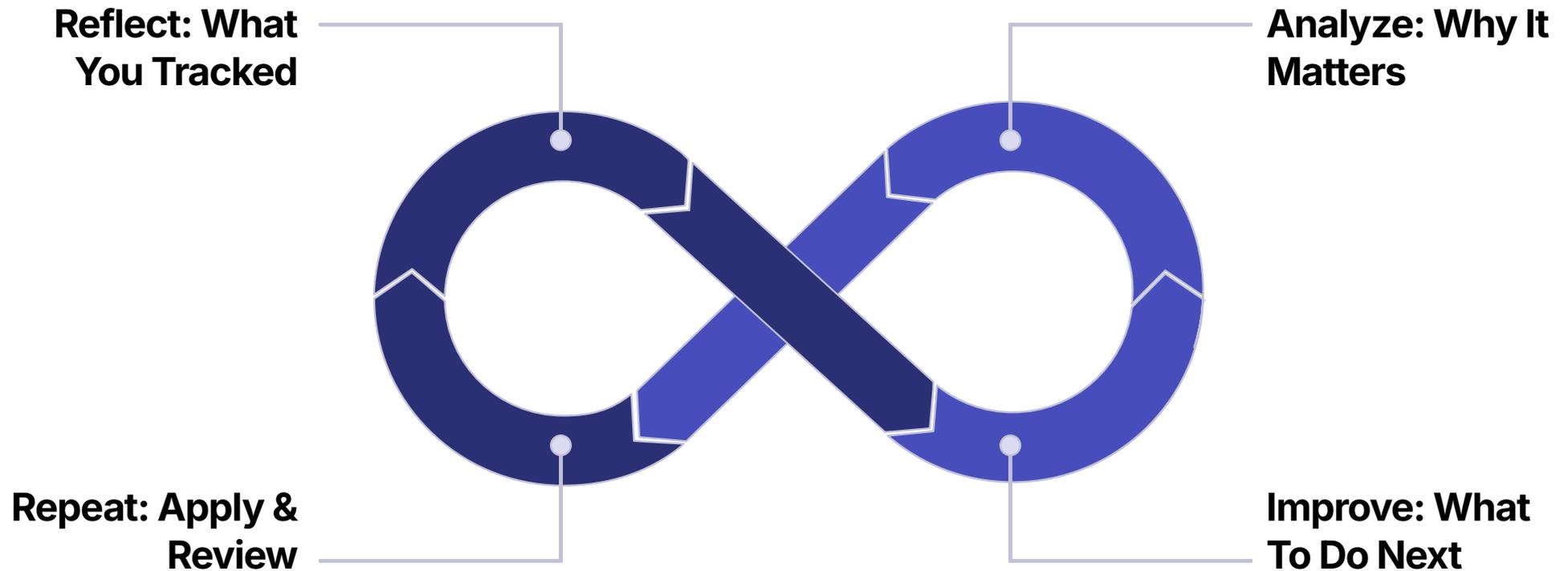


Media Log #1 — Feedback

Politics, Society and the Mass Media · What you did well, where to grow, and how to raise your grade in Round 2.



What the Strongest Logs Did Well



Engaged Course Theory

Connected consumption to McLuhan, Chomsky, Postman, and Ong — not just Saylor



Analyzed the Medium

Examined framing, ownership, and platform design — not just the surface topic



Tracked Quantitative Data

Logged real screen time numbers, hours per platform, and frequency of exposure



Honest Self-Reflection

Caught themselves in unconscious scrolling — and actually wrote about it

Six Common Gaps

Description Without Analysis

You listed *what* you watched — ask **why it exists, who made it, what's left out**

Over-Reliance on Saylor

This is a 3000-level course. Engage Chomsky, Postman, Carr, McLuhan, Ong

Thin or Missing Media Fast

The fast is one of the most important parts — a sentence or two doesn't cut it

Entries Too Brief

Aim for 100–150 minimum: format, time, platform, framing

"No Propaganda Detected"

Algorithmic curation, entertainment normalization, ad placement — all soft propaganda. It's everywhere! Look harder

Inconsistent Weekly Entries

Clustering entries defeats the purpose. Weekly logging builds a *longitudinal* picture of shifting habits

KEY CONCEPT

Propaganda Is Everywhere — If You Look

Stop accepting this as your default:

"I didn't notice any propaganda this week."

Overt political messaging is the *least* common form.

Start asking these questions every entry:

- **Who produced this** and what do they gain?
- What **framing choices** were made?
- What was **left out** entirely?
- How does the **algorithm** shape what you see?
- Is entertainment **normalizing** something?

Tips for a Stronger Log #2

01

Name a Specific Artifact

Start each entry with the actual article, video, podcast, or platform — not a vague category

02

Apply One Course Concept Per Entry

Agenda-setting, propaganda model, *the medium is the message* — deploy the theory

03

Track Your Screen Time

Pull the actual numbers from your phone. They will surprise you — and that's the point

04

Do the Media Fast Seriously

Aim for 24–48 hours. Write **200+ words** exploring silence, anxiety, and what you noticed

05

Compare Across Sources

How did CBC cover the same story as an independent channel or TikTok? The gap is the lesson

The Second Half Is Where It Gets Real

10% of Your Final Grade

A real, recoverable opportunity — the ceiling is high if you engage fully

Highest Marks = Genuine Self-Examination

The best logs used the assignment to interrogate their own media habits — not just report them

Habits Compound Over Weeks

Consistent weekly entries reveal patterns you can't see in a single day's reflection

Haven't submitted Log #1?

Send it ASAP.