

SAST 063/ANTH 063/HIST 087, Fall 2011

**East & West: A Hitchhiker's Guide to the Cultural History of the Modern World
Research Assignment**

Annotated Bibliography Due: Friday, October 28

Final Project Due: Monday, November 21

Assignment: Identify a commodity that we have not studied closely in class, or, if you have an interest in further researching a commodity that we have already discussed extensively, you should choose an aspect or context of production or consumption that we have not examined together. Submit a one-page proposal for your presentation by **Friday, October 28**. Your proposal should indicate (a) the commodity you plan to research with an indication of the particular aspect or context you are most interested in focusing on; (b) an indication of which option you have chosen for the form of presentation, and, if choosing the Voiceover Powerpoint option, whether you will work alone or with a partner (if so, indicate who); and (c) a list of at least three *peer-reviewed* sources that you plan to consult in preparing your presentation, with a sentence or two explaining why you expect each to be useful for your topic.

Your final project (due **Monday, November 21**) must include (1) a clear thesis argument; and (2) specific forms of evidence or examples that support and illustrate the thesis argument.

Form of Presentation: You may choose to present your thesis argument and the evidence gathered during your research in one of two ways: in a traditional 5-page paper format or in a 5-minute Voiceover Powerpoint presentation. If you choose the latter option you may choose to work either by yourself or with a partner. If you choose the paper option, your paper should be approximately five double-spaced pages (no more than seven). If you choose the 5-minute Voiceover Powerpoint presentation, you must either attend a training session (dates to be announced), or take responsibility for learning how to use Jing software by yourself. **For either option you must utilize at least three peer-reviewed sources.** You should also include a bibliography with complete bibliographic details for all sources cited in your paper or presentation. (For the Powerpoint option, sources can either appear on each slide, or on a single slide at the end of the presentation.)

Instructions for Powerpoint Option:

1. Conduct your research by reading the peer-reviewed sources you have found and any other additional sources that may help you to further focus and develop one specific argument regarding the history, production, or consumption of your commodity in a particular context. Once you've identified your specific, focused thesis argument, decide what evidence or support you will use to persuade your audience of your argument, and prepare a transcript of no more than 5 minutes that presents your argument and evidence.
2. Locate or prepare visual images that you can use to support and illustrate your presentation. Images may include maps, pictures or other images, animation, charts, tables, short video clips, footage of yourself speaking, or any other visuals that you feel would help strengthen your presentation. (Note: you may wish to identify these images before you prepare the transcript in step 1.)
3. Once you have created your Powerpoint presentation, you may either use the narration feature within Powerpoint to record the narration for each slide and then capture the whole show with Jing, or you can use Jing software to record the entire voiceover at one time (see attached instructions).

4. Upload your presentation to Blackboard (see attached instructions) by **Monday, Nov. 21**. In addition, please also upload (or include in your presentation) a complete bibliography of sources consulted in preparing your presentation.

Evaluation Criteria for Powerpoint Presentations: Presentations will be evaluated primarily on the effectiveness of the argument and the clarity of the evidence marshaled in support. Mastery of the technical aspects of the presentation will be considered secondary to the actual content (both vocal and visual content). This means that you should devote the bulk of your time to thoroughly researching your chosen topic and to developing a strong and effective thesis argument and selecting effective visual supporting images. Please feel free to meet with us if you are having difficulty doing so. (See attached sample of the grade sheet that will be used for further details regarding the evaluation criteria.)

Research Assignment: Voiceover Powerpoint Presentation Option

Each student will make a five minute presentation video and link it to the BlackBoard Wiki line with their name. Students will view and comment on each other's videos through BlackBoard. The videos will be private and will be shared only within the course.

Please do NOT upload videos or presentations larger than 20 Mb directly to BlackBoard since it will damage the system's effectiveness. Larger files can be compressed or they can be posted on the SAS Multimedia Server and linked to BB.

1. Record Your Screen Video

What you need before recording:

- A headset microphone provides better audio quality than the built-in laptop microphone. The Media Lab has headset microphones and these are also available at the Weigle Information Commons (WIC) Desk by request for use in the Van Pelt Library.
- Your presentation: PowerPoint, Keynote or a web option (such as Prezi).
- Your five-minute planned script.
- A computer with Jing on it. Download Jing (free software) on your computer or use Jing in the Vitale Digital Media Lab.

Watch the Jing Video Tutorial to see how to record your presentation. Jing records everything playing on your screen.

Simplest Option: Start Jing and click record. Start the slideshow and narrate into the microphone. Jing stops recording at five minutes. Save recording on your computer. You can pause and resume the recording as you wish. **Note:** If you make a mistake in mid-presentation, you will need to re-record your presentation.

Next level Option (See Narration Tips): In PowerPoint, choose Slideshow / Record Narration. Narrate into the microphone. PowerPoint will save the timings and make an audio file for each slide. Click on the audio icon on each slide to set it to start when the slide opens. Start Jing and click record. Start your PowerPoint slideshow. Your slides will play with your voiceover narration. Jing stops recording at five minutes. Save recording. **Note:** If you make a mistake in mid-presentation, you can just re-record individual slides.

Notes on Jing: Jing saves videos in Flash format (.swf). This format will play with almost all web browsers but will not play on iPod and iPad. You can convert your video to other formats such as MP4 which will work on the iPad and iPod as well. Another option for screen movies is SnapzPro, also available as a free trial and in the Media Lab.

2. Check file size before uploading

Please look at the file size of your video .swf file using Windows Explorer on a PC or Finder on a Mac. If your file is less than 20 Mb in size, you can upload to BB.

If your video file is larger than 20 Mb, you can compress your file using our instruction sheet or stop by the Media Lab for assistance. If this does not reduce the file size

sufficiently, go to the **Only for Large Videos** section below. It can take a few minutes to upload video. A wired Internet connection is much more reliable for video upload than a wireless connection. You can move files from a laptop to a desktop or other location using a USB flash drive or a data DVD.

3. Upload your presentation video to BlackBoard

1. Log into BlackBoard with your Pennkey. Go to your course, enter the **Contest Wiki** and click **Edit**. Select your name and click the upload button (looks like).
2. Find the .swf file saved from Jing on your computer. Click **Upload**, then **Insert**
3. Save and exit edit mode
4. Test that your video plays properly when you click on your name.

Only for Large Videos: Upload to MediaSAS

If your video is still larger than 20 Mb in size, please upload it to MediaSAS. You will need to have your video in Quicktime (.mov or .m4v) or Flash (.swf) formats. Other formats are not compatible with the media server. The Vitale Digital Media Lab staff can help you with conversion issues.

1. Log into MediaSAS (media.sas.upenn.edu) with your Pennkey.
2. Click on My Directories in left navigation bar.
3. Open your section for your course
4. Click on the directory for ANTH-063 named with your pennkey.
5. Click **Upload File** and find your video on your laptop. Click **Upload File** again to transfer.
6. Media SAS will not accept uploads of two videos with the same name. You can rename the files on MediaSAS or rename the files on your laptop before you upload.
7. Click on the name of your file to test the link. Check that your video plays properly.

Once you have uploaded your video to MediaSAS, you can link it from BB.

1. Click on your video in MediaSAS to view details. The URL is the second item. Copy the URL.
2. Log into BlackBoard, enter the **Contest Wiki** and click Edit. Select your name and click the link button.
3. Choose to link to an external address.
4. Paste the URL in.
5. Save, exit edit mode and test the video by clicking on your name.

You can edit videos to improve their quality. Online tutorials are available for Windows Movie Maker (a free program for all PCs) and iMovie versions 08 and 09. Monthly workshops are available for iMovie, and one-on-one assistance is available in the Media Lab.

Please don't hesitate to contact the WIC Desk at 215-746-2660 or the Media Lab at 215-746-2661 for assistance. You can email us at wic1@pobox.upenn.edu.

General Evaluation Rubric for Papers

The Superior Paper (A/A-)

Thesis: Easily identifiable, plausible, novel (not so obvious no one would disagree with it), sophisticated, insightful, crystal clear, makes reader think about something in a new way.

Structure: Evident, understandable, appropriate structure for thesis. Excellent transitions from point to point. Paragraphs support solid topic sentences.

Evidence: At least one example or piece of specific evidence (often more than one) used to buttress every assertion or claim made. Author clearly relates evidence to main points in supporting paragraphs and supporting paragraphs clearly contribute to strengthening the overall thesis argument. Excellent integration of quoted material into sentences. Abstract and general assertions supported with specific examples.

Analysis: All ideas flow logically; argument is identifiable, reasonable, and sound; analysis is fresh and exciting, posing new ways to think about the material. Author anticipates and successfully deals with counter-arguments; author clearly demonstrates familiarity with course readings and makes insightful connections with or applications of the readings and outside material (from other parts of class, or other classes) which illuminate the thesis.

Mechanics: Sentence structure, grammar, and word choices varied and excellent; correct use of punctuation and citation style; no spelling errors; no run-on sentences or comma splices; avoids vague words like “interesting” or “different”; avoids beginning with a general paragraph that contributes little to the essay. Clearly has been proofread.

The Good Paper (B+/B/B-)

Thesis: Promising, but may be slightly unclear, or lacking in insight or originality.

Structure: Generally clear and appropriate, though may wander occasionally. May have a few unclear transitions, or a few paragraphs without strong topic sentences.

Evidence: Examples used to support most points. Some evidence does not support point, or may appear where inappropriate, or some assertions or claims may not be adequately supported. Quotes well integrated into sentences.

Analysis: Evidence often related to supporting points, though some links perhaps not always clear; overarching argument is clear, flows logically and makes sense. Some evidence that counter-arguments are acknowledged, though perhaps not addressed. Some application of or connections made with course readings. Occasional insightful connections to outside material made.

Mechanics: Sentence structure, grammar, and word choices strong despite occasional lapses; punctuation and citation style often used correctly; some (minor) spelling errors; may have one run-on sentence, sentence fragment, or comma splice. Proofread.

The “Needs Help” Paper (C+/C/C-)

Thesis: May be unclear, contain many vague terms, appear unoriginal or offer little that is new, or there may be multiple theses; provides little around which to structure the paper.

Structure: Generally unclear; often wanders or jumps around; few or weak transitions; many paragraphs without topic sentences.

Evidence: Examples used to support some assertions or claims. Points often lack supporting evidence, or evidence is used where inappropriate (often because there may be no clear point). Quotes may be poorly integrated into sentences.

Analysis: Quotes often appear without analysis relating them to thesis or supporting arguments (or there are weak supporting arguments in paragraphs), or analysis offers nothing beyond the quote. Logic may often fail, or argument be unclear. Few connections made to course readings. May not address counter-arguments or make any outside connections. May contain logical contradictions.

Mechanics: Problems in sentence structure, grammar, and word choices. Errors in punctuation, citation style, and spelling. May have several run-on sentences, fragments, or comma splices. May not have been proofread.

The “Truly Needy” Paper (D+/D/D-)

Thesis: Difficult to identify at all, may be bland restatement of obvious point.

Structure: Unclear, often because thesis is weak or non-existent. Transitions confusing and unclear. Few topic sentences.

Evidence: Very few or very weak examples. General failure to support statements or assertions, or evidence seems to support no statement. Quotes not integrated into sentences, but rather simply “plopped in”.

Analysis: Very little or very weak attempt to relate evidence to argument; may be no identifiable argument, or no evidence to relate it to. Vague generalizations with no specifics. Ideas do not flow. Simplistic view of topic; no effort to grasp possible alternative views. Many logical contradictions.

Mechanics: Big problems in sentence structure, grammar, and diction. Frequent major errors in citation style, punctuation, and spelling. May have many run-on sentences, fragments, and comma splices. Appears not to have been proofread.

The Failing Paper

Shows minimal lack of effort or comprehension of the assignment. Very difficult to understand owing to major problems with mechanics, structure, and analysis. Has no identifiable thesis, little evidence, and no connections to course readings.

Research Assignment Grade Sheet

Name: _____

Grade:

	Inspired	Fulfills Assignment	Needs some more work	Needs much more work
Thesis				
Structure				
Evidence				
Analysis				
Mechanics				

Strengths of Essay/Presentation:

Needs More Work: