Instructions for Paper 3:

**Select the creative industry or subsector/genre of a creative industry that you chose for Paper 1** (If you decided that you hate your creative industry and want to switch, please email Robyn and me with your new creative industry).

**Find at least three academic or non-academic sources beyond the course reading** such as magazine articles, newspaper articles, or documentaries. It is OK to use all non-academic sources, if you wish. Make sure that all of your sources are reputable and relevant.

**Drawing on the central concepts and themes of the course, compare the findings from these sources (your independent research) to the central concepts/themes in the course readings and lectures.** Engage deeply with the course readings by comparing the *cases* in the readings to your creative industry when analyzing a course concept. You should show knowledge of the readings beyond the class lecture in your analysis of the course readings. Use relevant quotes/paraphrasing from the course readings. Be sure to cite internally in addition to listing citations in the references.

You should focus on **three to four key course topics** (these are the topics of the lectures) from various readings across different lectures in the unit, as discussed in the *Grading Criteria* document. You should focus your attention on citing and discussing the academic readings from the course (marked with an asterisk on the syllabus). You should use at least three course readings.

The Consumption paper may address many of the following questions, and you may use the questions below to help you outline and organize your paper. However, this is just a sample outline – you should choose the topics and concepts within each topic best relate to your creative industry and in which you are most interested.

1. Meaning and Materiality
   1. How does the meaning and materiality of your creative product influence consumers’ interpretations? How do consumers’ interpretations of meaning change based on their social context?
   2. How does this compare/contrast to what you learned from the cases in the course readings on this topic?
2. Taste and Social Networks
   1. How do social networks among consumers influence their taste in your creative product? How do consumers’ taste in your creative product influence their social networks?
   2. How does this compare/contrast to what you learned from the cases in the course readings on this topic?
3. Taste and Class
   1. How does consumers’ social class influence their taste in your creative product? Are consumers univores or omnivores in their taste for your creative product? why? Has this changed over time?
   2. How does this compare/contrast to what you learned from the cases in the course readings on this topic?
4. Morality and Censorship
   1. Do consumers see some aspect of your creative product as immoral? Why or why not? How do these perceptions vary based on consumers’ identities?
   2. How does this compare/contrast to what you learned from the cases in the course readings on this topic?

Some themes will fit certain creative industries better than others. If you are unsure how a topic relates to your creative industry, you can discuss it with us in office hours. If you are writing on a broader creative industry, you may focus on narrower genres/subsectors of this industry for certain topics, if you wish. If you are writing on a narrow genre/subsector and have trouble finding research for a particular topic, you may talk about the broader industry or about another genre/subsector within that industry for that topic. You do not have to focus equally on everything we covered for a given topic, but can focus each topic on what you find most relevant and interesting (so long as you are relating it to the course material).

The paper should be **3-4 pages**, not including the list of references at the end. Given the relatively short length of the paper, please devote as much of the paper as possible to content, rather than “padding”. This means that you should include only a brief introduction or conclusion. Direct quotes from the sources or readings should also be kept short (around three lines of text or less).

Formatting: The paper should have 1-inch margins on all sides. It should be double spaced, in 12-point, Times New Roman font. Please put only your name in the header (not multiple lines regarding the course number, etc.) and entitle your paper with a single line (i.e. “Production in the Music Industry”).

Citations and References: Your paper should have internal citations for both course readings and sources from your independent research. After quoting an article/book or discussing the findings without explicit quotations, use in-text/embedded citations. For example:

As Espeland and Sauder (2007) reveal, law school administrations often change their admissions criteria in order to conform to public ranking systems.

Research reveals that law school administrations often change their admissions criteria in order to conform to public ranking systems (Espeland and Sauder 2007).

At the end of your paper, include a list of references. The list of references should include both course materials and sources from your own research that you directly cite in the paper. You may format these according to any well-recognized referencing system. This is a good style guide to follow: <http://www.asanet.org/sites/default/files/quick_tips_for_asa_style.pdf>

Please reference the *Grading Criteria* document for information on how we will assess your papers.