



communications studies
intercultural communication
COMM 220

assignment

assignment:
due:
identity mosaic – digital story
links in blackboard: 12/15
presentation 12/18

DESCRIPTION

As you begin the journey toward an understanding of yourself in context of the global cultural fabric, you will begin a project that will expand as your awareness deepens. In this assignment, you will be exploring your personal culture by creating a collage that shows various aspects of your personal identity and culture.

Culture – the way a group of people live. Culture includes the way people dress, make shelters, eat, communicate, find companionship, work, learn, are entertained, and find justice in the society.

Identity – the qualities that make one person or thing different from all others, the things that make you uniquely you

Values – the core beliefs you hold, guiding principles and personal benchmarks of how you judge right and wrong

You will produce a digital piece in which you explore your own racial/ethnic/cultural and personal identity, and the factors that contributed to its development. Draw on research with family members, your own reflections on your upbringing, information you can find on your personal, familial, community, ethnic and cultural history from public sources (e.g. internet, library books, newspapers), and other resources as available.

Prepare by asking yourself the following questions about your culture:

- Where were you born? Where were your parents born? Where were your grandparents born? Where were earlier generations of your family born?
- In terms of race or ethnicity, how do you identify yourself?
- What types of foods related to this race or ethnicity do you cook or eat at home?
- What type of clothing is typically worn by people of your culture? Is there traditional or ceremonial clothing? What does that look like?
- What language(s) is/are spoken in your home?
If applicable, what physical attributes are often attributed to people of your ethnicity or race? Do you have any of these attributes? If so, which ones?
- What traditions or customs does your family follow?
- Do you practice a formal religion? If so, which one?

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- Which are the most significant holidays that your family celebrates? Which are related to your race or ethnicity? Which are related to your religion? Which are related to other aspects of your identity?
- What ceremonies or rites of passage (celebrations of life experiences – marriage, death etc) exist in your culture?
- How do people find companionship?
- What forms of entertainment does your family enjoy?

Don't forget to also explore your personal identity.

- What make you uniquely you?
- What things do you like and dislike (music, food, hobbies, sports, etc)?
- How have you integrated facets of your family's culture into your identity?
- What parts did you leave out or are points of disagreement?
- How does your age and gender reflect your self-image?
- Is religion an important part of your identity?

Ask yourself questions about your core values

- Draw from the values exercise in class
- Consider what it felt like to have some of your values taken away

DELIVERY – DIGITAL STORY

You'll take the insights you gained from class exercises and discussions, and create a visual narrative in the digital story format. The result is a digital 'mosaic' showing your personal identity, values and cultural heritage.

Your mosaic can be comprised of; audio, multimedia, collage, scrapbook, poster, three-dimensional, mind map, digital story. You may use magazine pictures, photos, audio... come to me with ideas and we will discuss.

Write a one-page explanation of your mosaic on blackboard. Include the link to your digital story.

To create a digital story, the Mercy Libguide on Digital Storytelling here:
<http://libguides.mercy.edu/digitalstorytelling>

Your digital story should be around 4 minutes long:

- you will need to add voice over (ie speaking)
- you will want to add other background sounds at times (ie music, audio interviews etc)
- your story needs to be told like... a story, so you will need a story board and a script



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- you should not simply read your one page written submission, you will be taking your story a step further by syncing ideas with your visuals in an engaging way
- you should have between 20-30 images/clippings/pieces etc

CHECKPOINT

It might be helpful to start by creating a mind map. This will help you categorize and list the facets of your identity, history and values. When they are organized, you can then begin gathering images and making a storyboard. For the checkpoint I will expect to see the mind map and version of the storyboard, which can be loose. That way we will both know you're on the right track, and I can offer assistance before you start creating digitally.

GRADING

This project will represent 20% of your total grade.

- 10 pts – mind map
- 15 pts – storyboard
- 15 pts – written synopsis
- 25 pts – visual display (images are relevant to story)
- 25 pts – script/voiceover (content engaging and relevant to story, conveys major points of identity, history and values)
- 10 pts – creativity

