

*The Stuart Hall  
Center for the Study of Media  
Birmingham, UK*

*Draft Due: Monday, February 14, 2005*

*Final Due: Friday, February 25, 2005*

*Request for Proposals: Media*

Since the rise of mass media beginning near the end of the Nineteenth Century, face-to-face and regional communication has been supplemented by rapid, national, and corporately-sponsored forms. Indeed, one characteristic that distinguishes our era from earlier periods is the degree to which media permeates our cultural, economic, and political lives as individuals, groups, communities, citizens, and nations. As a result, media has been a main concern of academics, activists, politicians, business people, and people of faith for nearly a hundred years. As might be expected, such a diverse group has produced diverse views on the subject—yet all agree, the development of mass media systems fundamentally changed everything from identities and beliefs to institutions and power. Consequently, discussions of media are also always discussions of the essential questions of the times. They are also often predicated on unexamined assumptions, tacit political interests, and other ideological commitments. As a result, current discussions of media are charged with passion and fervor and sometimes they're disingenuous. Consequently, the ways we conceptualize our relations to media are confusing and contradictory. The Stuart Hall Center for the Study of Media and its subcommittees requests proposals for research that a) offers a critical review of the existing parameters of debate, b) presents new or underrepresented ways of interpreting the debate, c) locates new or underrepresented sites of primary research, d) draws relevant conclusions from particular case studies in the histories of media, e) moves the debate onto new ground by connecting the debate to other topics of current interest, and f) makes suggestions about how we can think in original ways about the consequences and possibilities of living in societies thoroughly permeated by media. Fundable proposals will recognize the social construction of research, the situatedness of researchers, and be clear without sacrificing complexity and rigor.

Please use the cover sheet below to guide preparation of proposals. Attach it to finished proposals. Not counting the work schedule and the source lists, the proposal should be no more than 1500 words.

**Cover Sheet**  
**Formal Research Proposal**

Title:

Investigator:

Credentials:

Affiliation:

**Abstract of Proposal:** 100-150 word summary of this proposal.

**Research Question and Background:** This section should provide a clear formulation of and justification for the research question. In addition, you should offer a brief overview of the place of the proposed research in the field of existing research. Identify current patterns of discussion and deficiencies of understanding. Describe anticipated results. [*You'll use materials from your topic brainstorming, refined focus assignment, and review of the literature here*].

**Design and Methodology:** Provide a description and justification for how you will construct your study to answer your research question. What kinds of data will you gather? How will you analyze, interpret, and contextualize them? Why are these data and approaches the right ones to use?

**Potential Audience and Significance of the Research:** Who will benefit from this research and how? Why should this research be sponsored? How does this research change the terms of the debate?

**Schedule for Completion:** Itemized work schedule. Consult course schedule to set individual research schedule.

**Key Primary and Secondary Sources:** A current annotated bibliography.

Funded

Not Funded

Significance of Research	1	2	3	4	5
Clarity/Effectiveness of Proposal	1	2	3	4	5
Originality of Proposal	1	2	3	4	5
Soundness of Design	1	2	3	4	5
Scope of Project	1	2	3	4	5

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Total Score (20 points or more required to fund proposal):