

Final Project and 5-minute Pitch

- **final project**
 - 1 identify and describe a problem related to gender and the media and/or gender and popular culture
 - 2 research at least 4 citations and provide a 1–2 sentence description for each source
 - 3 form a creative action plan that could (at least theoretically) make a difference—intervention to transform any aspect of current practices, discourses, or institutions
 - 4 analyze the feasibility of your plan
- **5-minute pitch Fri Dec 2, 3pm in room 310**
 - 1 pitch your problem and creative action plan
 - 2 name the strongest drawback or objection to your approach and try to provide an answer to it
 - 3 conclude with a strong statement arguing for the importance of your intervention
- **peer review and self evaluation**

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Why should we use this?

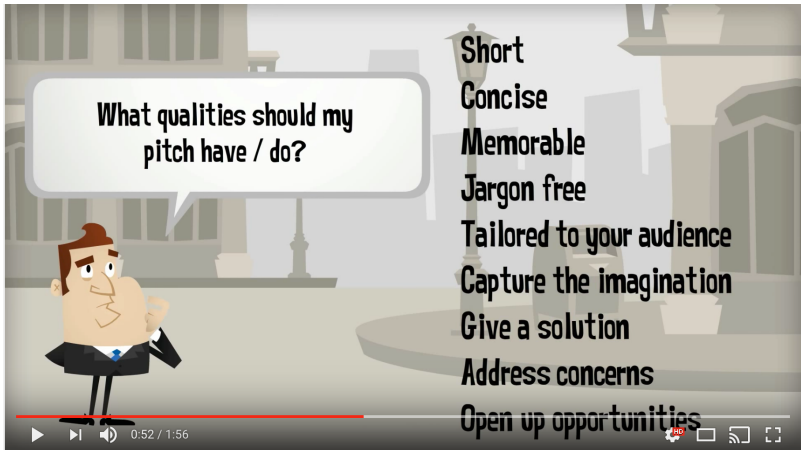
To:
Communicate quickly & concisely
Grab attention
'Talk' to & empathise with your specific audience

0:22 / 1:56

How to create a powerful 30 second pitch or elevator speech
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What qualities should my pitch have / do?

- Short
- Concise
- Memorable
- Jargon free
- Tailored to your audience
- Capture the imagination
- Give a solution
- Address concerns
- Open up opportunities

0:52 / 1:56

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