Annotated Bibliography – DIGITAL MEDIA

Research the marketing, styling, and branding of two different roller coasters. Document your research in an **annotated bibliography format** using MLA8 formatting. This is a grade for English 10. Submit to Mr. Feldkamp.

Describe the following for TWO different roller coasters:

1. How does the park market the ride to make it different than any other (styling, slogan, backstory, ride stats, records broken, etc.)
2. Describe the style of the logo (font style, color scheme, imagery used)
3. What other digital graphics do they use on their advertising besides the logo itself? (characters, images of the ride, cartoons, symbols, etc.)

An **annotation** is a summary and an evaluation. Therefore, an **annotated bibliography** includes a summary and an evaluation of each of your sources.

* **Summarize**: Summarize the source. What is the main purpose? What are the main points/arguments? What topics are covered? If someone asked what this website/article/book is about, what would you say? The length of your annotations will determine how detailed your summary is.
* **Assess**: After summarizing a source, evaluate it. Is the information reliable? Is this source biased or objective? How do you know? What is the goal of this source?
* **Reflect**: Once you've summarized *and* assessed a source, you need to ask how it fits into your research. Was this source helpful to you? How does it help shape your purpose/argument? How can you use this source in your project? Has it changed how you think about your topic?

Each annotated bibliography entry should include two things:

1. Citation (following correct format for the source – use a citation generator such as [www.easybib.com](http://www.easybib.com) or [www.citationmachine.net](http://www.citationmachine.net) --- \*\*Use MLA 8 format\*\*
2. Annotation (should be between 100-200 words).

*Bib entries are TYPED!*

*Your names in the upper left corner!*

*Entries are alphabetized using the first word in the citation.*

Example Annotated Bib Entry:

↓ Citation

 Holland, Suzanne. The Human Embryonic Stem Cell Debate: Science, Ethics, and Public Policy. Boston: MIT Press, 2001. Print.

*Citation text is single-spaced, but always skip a space between the citation and the annotation*

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 This is the annotation of the above source, which is formatted according to MLA 2009 (7th ed.) guidelines for the bibliographic information listed above. If one were really writing an annotation for this source, one would offer a brief summary of what this book says about stem cell research.

*Annotation text is single-spaced but always skip a space between paragraphs.*

 After a brief summary, it would be appropriate to assess this source and offer some criticisms of it. Does it seem like a reliable and current source? Why? Is the research biased or objective? Are the facts well documented? Who is the author? Is she qualified in this subject? Is this source scholarly, popular, some of both?

 After summarizing and assessing, you can now reflect on this source. How does it fit into your research? Is this a helpful resource? Too scholarly? Not scholarly enough? Too general/specific? Since "stem cell research" is a very broad topic, has this source helped you to narrow your topic?

 This annotation has 17 sentences and is 154 words. Remember: Annotations should be between 100-200 words

O’Reilly, Bill. “Personal Story”. *O’Reilly Factor\**. 10 December 2003. Newspaper Source. EBSCOHost. Utica High School. 11 April 2005 <http://web23.epnet.com>.

This source is based on the TV show *The O’Reilly Factor.* They are discussing the domestic dispute between singers Whitney Houston and Bobby Brown. It contains both personal and professional opinion. I think that this source is very beneficial for my project because it involves celebrity spousal abuse and the law – two areas I would like to explore in my project. O’Reilly is interviewing the Director of the Violence Institute at Southwestern University who is a professional expert in this field. From this source I could potentially create a talk show of my own, an interview with the Browns, or another interview with this particular director. The article shows me how to format my own talk show script if I choose to create one. Considering my final product idea, this is one of my best sources.

 This annotation has 8 sentences and is 131 words.

 **\*\*Your TWO annotated bibliography entries are DUE on or before:**

Monday, November 26th