

Blogging Assignment Sheet

EMAC 6300: Fall 2010

Purpose:

- To help students engage with the larger community of emerging media scholars.
- To seed ideas for class discussion, presentations, and the final paper.

Background:

As you probably already know, the blog genre covers a wide range of topics, from fashion and cooking, to politics and journalism. Your blog will be an academic, or scholarly blog. It will address the topics we are covering in class, as well as topics that you decide are relevant to the class. That said, your blog is written for a wide audience and as such, you should avoid overloading your posts with academic jargon. The goal is for the blogs to enhance the classroom community, as well as to extend discussion beyond the walls of our class.

The Specs:

- Due Tuesdays at 11:59pm
- Minimum 500 words in each post. If you have blogs for other purposes and other classes, you may not use them here. You must begin a new blog and write a new post each week. Include video, audio, still images, etc. when relevant.
- Thoughtful response to the blogs of your classmates. There is no minimum word count here, but use your judgment. Comments such as “great job!” or “cool idea!” lack substance. Your task is to engage the other members of the EMAC6300 community in dialogue. Try to mix it up so you are responding to different people each week. All course blogs will be listed on the main course site at <http://kimknight.com>
- The blog should be reflective of your personality – have fun naming it, choosing themes, adding images, etc. At the same time, keep in mind that this is part of the development of your professional identity.
- Your blog should be about more than gracing the world with your ideas. Don't get me wrong, that is a major part of it. However, the blog is part of a larger discourse community as well as an archive of your ideas. A fully-developed blog includes links to other blogs, sites, resources, etc. and utilizes categories and other organizational tools.

Technical Support:

- For a list of free blog hosting, visit <http://mashable.com/2007/08/06/free-blog-hosts/>
 - Blogger and Wordpress are probably two of the most commonly-used platforms.

Grading:

The Blog Assignment is worth 45% of your final grade.

35% of your grade is based on the following criteria:

- Completion of blog posts on time, in accordance with the minimum word count.
- The quality of ideas and quality of writing in your blog posts.
- The construction of a fully-realized blog with links, categories, etc.

An additional 10% of your grade is based on:

- The quality of your responses to your classmates.

Timeline and Due Dates:

Your blog post is due each week on Tuesday at 11:59pm.