

Project Two: Webzine Feature

In this project you write a feature article on a writer who publishes in new media genres, focusing on his/her composition practices. The chosen author should publish material that only appears online or in an online version that is substantially different from the print version. Include a brief guide to the author's writing style and vocabulary, as well as an evaluation of the author's rhetoric and use of the Internet medium. Your 2,000+ word feature will be published in a class webzine.

Examples: Newspapers such as *the San Jose Mercury News* or the *SF Chronicle* have feature articles on a particular person; there is usually one of these on the first page of the front section. There may even be a whole section consisting mainly of such articles. Another good place to look is alumni magazines, such as *The Santa Clara Magazine*, which will have articles featuring a prominent alumnus. But most popular magazines will have feature stories on individuals of note. For articles about writers, good examples can be found in publications like *The Writers Chronicle* or *New York Review of Books*.

Research: The best way to find an author to write about is to search for blogs on a subject that you are interested in. Even if the writer is not a blogger, he/she is likely to be cited on related blogs. Once you have identified an author, you should read as much of their writing as you reasonably can in the time allotted for this project, taking notes of important passages. You should also look for biographies and reviews of the author. Although most feature articles include material from an interview with, or questionnaire from, the author, you might not be able to interact with the author in the two-and-a-half weeks you have to write the first two drafts. However, you should certainly try to contact him/her as getting direct responses may enhance your project and the ePortfolio version is not due until the end of the quarter. NB: You don't have to ask the author for permission to write about him/her or quote from his/her writing; but you do need to ask for permission to publish what the author says or writes to you.

Structure: 2,000+ words are too much to put on a single page, so think about how you might break the article into several pages:

- The first page should introduce the subject and hook the reader, as all good stories do—see chapter nine of Felder.
- Another page should focus on the author's background
- Another page should discuss the author's views on the subject(s) about which he/she writes
- One or two pages should discuss the author's writing style, terminology, rhetorical strategies, and use of the medium

First Draft (two points): The first draft should be a document editable in Microsoft Word (formats are .doc, .docx, or .rtf) and submitted to D2L. Indicate page divisions through section headers and page breaks. Include all images in the appropriate sections and write captions with source citations.

Second Draft (ten points): The second draft will be published on a WordPress webzine at blogs.scu.edu/webzine. In addition to publishing your feature there, you should submit your second draft as a Microsoft Word file (.doc, .docx, or .rtf) to the second draft dropbox on D2L (scu.desire2learn.com) and add a link to the WordPress version using the comment box and the link

button. If you have technical problems submitting to D2L before the deadline, you can email the Word file as an attachment to objork@scu.edu to avoid a late penalty, but your article will not be graded until you submit to D2L.

Third Draft (five points): Your article will be evaluated again as part of the ePortfolio you will submit at the end of the quarter. Details will be available in the ePortfolio instructions.

RUBRIC		
Criterion	Comment	%
Specifications and Formatting	See Style Guide on Webzine	50
Interest	As Felder points out, you want to hook your readers from the beginning by creating a story and then encourage them to continue reading by keeping the writing fresh. Repetitiveness of ideas or vocabulary, lack of details and examples, superficial analysis and commentary, and/or obvious and noncontroversial subject matter will chase readers away.	10
Structure	Do you have a well-planned number and division of pages? Is content distributed appropriately among the pages so that the article seems logically organized and minimizes redundancy? Do quotations, paraphrases, and examples appear in the correct places and are they properly introduced and referenced? Assuming the reader has read the introduction page, can the rest of the pages be read in any sequence with equal comprehension?	10
Clarity	Use logical transitions between sentences and paragraphs. Non-narrative paragraphs should begin with topic sentences. Use precise diction, clear pronoun references, parallel structures, and subject/verb correspondence. To make sure that your meaning comes through unambiguously, read your pages aloud to another person and/or have someone else read your pages before submitting your article. In either case, ask them to note the places where there is a lack of clarity or a mistake.	10
Research	Your feature should demonstrate that you have read a significant portion of the author's writing as well as commentary about the author and their work. Furthermore, you should analyze the author's work through the lens of experts on rhetoric, blogging, writing, and interface design, such as Plato, Aristotle, Cicero, Quintilian, Lanham, and Felder, and cite the experts as support.	10
Awareness of Medium	Your writing should show consideration and application of the medium-specific principles and strategies described in Felder. For example, online writing should be stylish yet concise and specific. Avoid wordiness, redundancy, and generality. For lists, use a numbered or bulleted list instead of a paragraph or paragraphs.	10
Total		100