Project One: Reading Blog

Posts: Create your own blog at Blogs@SCU and write a post on the ten readings that are scheduled for Fridays on the syllabus (in discussing these readings, you can reference other readings we have done). The blog is worth 20 points, or 20% of your grade. Posts on a reading are due two hours before the start of class on the day we discuss that reading. Late posts will not be counted (although there may be some leniency during the first week of class). In addition to posts on the readings, which have a deadline, you can post on topics related to writing and digital publication periodically during the quarter and I will consider using up to three of these to replace assigned blog posts for which you did not receive full credit. Due to the volume of posts, I will be scoring them quickly, on a 0-1.5 point scale. However, the following rubric shows the criteria I will be considering:

Correctness	Just because this is a blog post does not mean you should not observe grammatical rules or seek clarity. The best blogs are written for the comprehension of readers, they are not notes for the writer. On the other hand, blogs are less formal than academic essays or even mainstream newspaper articles, so you should use a concise, practical, and engaging style. Your posts should also be well designed in terms of layout—use white space and chunking effectively while minimizing scrolling. It would be a good idea to include one or more images in order to make your post more engaging and illustrative.
Context	I will be looking for an awareness of the medium and place of publication and why this matters for the question of audience and purpose. I will also be looking for an identification of the author, his/her background, and why this matters for his/her argument. You should give details about the date and place of publication of the original material and, if applicable, the reproduced material. Provide a link to the reading if available.
Summary	You should briefly summarize the reading material and state its main point(s) so that the reader of the post does not need to read the material in order to understand your comments about it.
Analysis	Evaluate the clarity, persuasiveness, and completeness of the material given its purpose and intended audience. How could it have been better? You should also provide your own personal response to the reading. Try to add something new to the conversation occurring on the other blogs. A reference and/or link to a related resource or site, accompanied with an explanation of the connection, will make your post more valuable and may help strengthen your analysis. If you wish, you can also link to classmates' blogs.
Quantity/Quality	There is no set length for each post, but you should be thinking in terms of at least one full paragraph. The more you write, the less quality I will demand; the less you write, the more quality I will demand. In terms of quality, in addition to the criteria above I will be looking for originality of insight and expression as well as acuity of critique and understanding.

Comments: for each reading, you will post a comment on a classmate's blog by Friday at midnight. You should try to comment on a different student's blog for each reading, but posting multiple comments on multiple blogs is encouraged. Each week I will take your best or only comment and give it a score of .5 points or zero depending on how thoughtful and specific it is. If you write comments on blog posts that were not assigned, up to three of these comments can replace comments on assigned blog posts for which you did not receive a score of .5. After the blogs have all been set up, you will be able to see a blogroll (i.e., a list of blogs) for this class as well as an example post at my blog: http://blogs.scu.edu/practicum.

Specifications: I will be going over the best practices for designing your blog interface during the Wednesday practicums. If, by the end of the quarter, your blog is cluttered with such items as extra pages or unnecessary widgets and lacks a blogroll listing the blogs that you have commented on, I will consider deducting one or more points from your total score on the blog.

How to set up your blog:

1. Go to blogs.scu.edu
2. Click on the registration link
3. Type in a username and password
4. Select Give Me a Site!
5. Click Next button
6. Type in a site name (this can only be done once, so choose something memorable, identifiable, and short)
7. Choose a site title (should relate to the subject matter of the blog, i.e. Internet Culture in the Information Society)
8. Choose a privacy setting
9. Click Sign Up button
10. Check the inbox of the email address you provided for a new message from Blogs@SCU
11. Open the message and click on the activation link
12. You should see a web page confirming the activation of your account and showing you your username and password. Make a note of the username and password.
13. Login using this username and password so that you can change your password and edit your blog
14. Optional: Click on the dropdown menu with your username in the upper left corner, select "edit my profile", and update your profile with a new password.
15. In the lefthand menu, click on posts
16. Select the first post, Hello World!
17. In the Edit Post page, change the title from Hello World! to a title reflecting the reading you have done
18. Type the body of your post
19. Add a link to the reading, if applicable, somewhere in your post
20. Click "View Post" to read your post as others will and check that the link works. Congratulations!