

Blogging Assignment for Online Media

Blog

On the homepage, you should have these items by the first assignment due date:

- Text box: provide your name and include a few sentences related to the site purpose,
- Search engine box
- Blogroll – include at least three *current* blogs that you deem as credible related to your blog topic. Current means that they should have produced at least one post in the past three months.

On the About page, you must have these items:

- Picture
- Email address
- A few paragraphs that are focused on you and the purpose of the site

Posts (20 points each post) = 80 points

Students must complete four blog entries. The posts are due by the beginning of class on each due date. Late posts will not be accepted. You are encouraged to read each other's blogs. I will post your classmates URLs on the class Web site (<http://www.onlinemediamediaeducation.com>). Please email me your URL on the first day that the assignment is due.

Blog entries should demonstrate that you are an expert or that you care about a particular topic. Your blog posts should reflect what you have learned in class. Please see the grading rubric for required blogging elements. Remember to:

- Keep your blog posts short.
- Add detail via hyperlinks. Do not hesitate to talk about someone else's blog including linking to it.
- Write a catchy headline.
- You should also show a good command of Standard English and have some flair and originality.
- This should be a reflection of you and your passion, not another person's words.
- Remember the world of blogging is about sharing useful, insightful and educational information.
- You cannot use copyrighted material. You can only link to content. You cannot use copyrighted material. Use your own material. Also, here are some sites that provide stock material:
<http://www.sitepoint.com/blogs/2009/03/05/a-collection-of-30-free-stock-photo-sites/>
<http://www.flickr.com/creativecommons>
<http://everystockphoto.com/>
<http://www.stockvault.net/>
<http://mashable.com/2009/08/04/free-blog-media/>

Two Comments (5 points each week) = 20 points

You are also required to post one comment per week totaling four comments. The comment is due on the same day of your blog post. You must comment on **two separate** blogs related to your blog topic each week.

Comments must add informational value to the blogger's post. You want to engage in dialogue with the blogger. Do not write comments such as "good job" or "nice post." These types of comments will receive a zero grade.

On the due date of when each blog post is due, you must email me at Serena.Carpenter@asu.edu: 1) the **URL of the blog post** featuring your comment, not the URL of the blog and 2) your *actual comment* in the email. You must comment on at least four different blogs throughout the semester.

Looking forward to reading your blogs! This is an important step in understanding how craft content for online users.