

Strategic Communication Media: Weekly Blog Posts (15%)

Purpose

These weekly assignments provide an opportunity for you to:

- Reflect on the major points of the readings
- Refine your blog writing skills
- Prepare for class discussions
- Connect to social media thought leaders

Description

To get started, create a blog or use a blog you previously created to post your weekly reflections on the readings. If you are new to blogging, I would recommend Wordpress and would be happy to provide technical support if necessary.

It would be beneficial for you as well to follow at one least social media thought leader and the students in our class and comment on their blogs. I will post student blogs on kellisburns.wordpress.com.

Guidelines

In general, discuss about two points from the book reading and one point from each article. Do not just summarize what the books/articles say. You should reflect on the readings and possibly ask yourself some of the following questions:

- Do I agree or disagree and why?
- What did I learn that I didn't know before? Is this surprising to me?
- Can I apply these concepts to my own job or pursuits?
- Does this resonate with some of my own experiences or other knowledge?
- What does this mean for strategic communication?

A suggested length is 500-750 words, which is somewhat long for a blog post, but short for such an assignment. You can break up your posts, if you wish, so that you write one per book or article. Whenever possible, use links to the articles or blogs of the authors. Some blog posts can be in the form of videos or podcasts, if you wish. Use MMC6415 as a tag for your posts. You can promote your posts with tweets. Use the hashtag #MMC6415 in these tweets.

Your posts should be proofread carefully to avoid typos, poor grammar, or other writing problems.

With the exception of week one, assignments will not be accepted late. You can miss two weeks without penalty.

Please complete your blog posts by 4 p.m. the day of our class.

Grading

All writing is expected to be your own, unless you quote material. In that case, you are expected to use quotation marks and cite your source.

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Check-plus level work:

Your blog posts are insightful reflections on the readings and demonstrate a thorough understanding of the topic. You have included links and categorized your post with a tag. Maybe you have even included an image with your post.

Check level work:

The writing of your blog posts may not be as strong or the topic may not be explored as fully. Summaries are provided instead of reflections.

Check-minus level work:

The posts reveal an inability to convey ideas or major problems in the writing. Summaries are provided instead of reflections. You may have missed discussion of a reading.

Check-plusses are equivalent to A's, checks to B's, and check-minuses to C's.