

BLOG ASSIGNMENT

Blogging is a pervasive online practice, and when done well can be highly informative or entertaining (or both) and can cover almost every subject imaginable. In their relatively short history blogs have also acquired a particular form of their own regardless of subject matter. This assignment will ask you to make a positive contribution to our course blog (comm100c.ucsd.edu) that is timely, topical, useful to your peers, and that follows the generic conventions of the blog form.

For this assignment, you will take some current event or topic regarding media, journalism, communications or information technology/regulation and write about it using some insight from any of the course topics or readings. You must follow the conventions of the blog genre and include hyperlinks and at least two “tags.” Embedded images, video, GIFs, etc. are a nice touch but not required. The tone is up to you: it can be humorous, informational, critical, or any combination. Good blog entries tend to be in the 250-300 word range (about one page). More than that is okay, but only if you can justify the length with an excellent understanding of your topic. You will also be required to respond to any thoughtful questions or comments on your entry. Keep in mind that your audience includes not just your teaching team, but also your fellow students and possibly anyone else interested in media and communication (don’t be surprised if someone links your blog post in a Tweet).

Possible approaches to take include, but are not limited to:

- Comparing how several different news outlets report on the same story
- Offering a point-by-point critique of a news story or blog entry. (This is often referred to as “Fisking” after the journalist Robert Fisk.)
- Commentary on a particular story or providing background information.
- Opinion on a news item relevant to the course.
- Information on some particularly obscure (but relevant) event, court ruling, regulatory decision, technology problem or solution.

Of course this list is far from complete. We recommend that you begin reading some blogs on your own. Check out the “Links” page on the course blog for some blogs we think are good examples to follow.

Your TA will arrange a schedule for when your post will be due. These entries will be spread over the term (approximately two per weekday).

The blog entry will be worth 10% of your grade.

IMPORTANT: IF YOU WANT TO PICK THE FINAL OPTION OF TWICE WEEKLY BLOG ENTRIES, YOU MUST COMPLETE THIS REQUIRED ENTRY BY FRIDAY.