

## ENG 303: Digital Rhetoric

**Assignment:** Blog Project

**Due:** Completed 12/14

**Method:** Multimodal Blog or Webpage

**Scope:** 8000 Words & Achievements

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This project requires that you establish and maintain a professional web-based publication through the entire semester. This blog will NOT be about you, your personal life, or your personal opinions on random topics. Instead, this blog should address the ways in which digital rhetoric may intersect with your life, the lives of people you know, or society writ large. In other words, if you have a strong interest in NCAA football, you can address that issue through the lens of digital rhetoric. For example, how do college athletes use Twitter to promote their brand?

### What You Write

You should aim to write 500-750 words a week. You could write one long post or 2-3 shorter posts. There's no set limit or way to reach this requirement. By the end of the semester, you should find that you have at least 8000 words to share. You should feel free in to incorporate *some* material from your other class assignments, but your blog should not merely recapitulate your web phenomenon or MAP projects.

*I will be maintaining a similar blog on our class website. You may find reading and responding to some of my posts may help you shape your writing sometimes.*

Unlike a formal research paper, the tone of your blog may be more conversational. However, it should still be professional and readable. As we learn more about digital environments, you'll discover that using hyperlinks, social media, and multimedia are essential to digital publishing. I encourage you to start thinking about how you'll use these techniques in your blog. Moreover, consider this blog as a place to start for cultivating your professional persona.

The best blogs will integrate class readings, demonstrate critical thinking, use a professional tone and language, and complete the smaller in-class assignments.

### What You Achieve

As part of your blog assignment, I'm asking you to incorporate at least six different multimodal composition practices. Below, you'll find a list of potential ways you can fulfill this assignment. If you think of some other ways to add media to your blog, bring them up in class. We'll vote on them and add them to the list!

#### Potential Composition Achievements

1. Embed a video or gif
2. Create a listicle *a la* [Buzzfeed](#)
3. Incorporate a photo feed from Flickr or Instagram
4. Write a blog post that's [Galleon](#) ready
5. Conduct an interview with someone about their media habits.
6. Critique a website – be sure to link to the artifact you critique
7. Create an interactive quiz or a survey with at least 10 questions
8. Write a review of a book or album – be sure to link to the artifact you review
9. Assemble from experts or users answers to relevant a question
10. Respond to a blog post of one of your peers
11. Create a [photo essay](#)
12. Review a service or product (not covered in class) relevant to digital rhetoric – be sure to link to the artifact you review
13. Write or record a Digital Literacy Narrative (DLN). Be sure to submit it to the [DALN](#) as well.
14. Critique a Wikipedia entry. Or, identify a gap in Wikipedia's coverage. Explain why you think the coverage inadequate and how you would fix it.
15. Promote a local charitable event. Incorporate social media and other avenues of access for the event.

The best blogs exploit the affordances of digital media. While most of the content will incorporate the written word, blogs should also include a variety of hyperlinks and other multimodal methods. In digital media, what we see and hear is often more influential than what we read.

### **How You Start**

Consider looking at some blogs by people you admire or about issues about which you're passionate. Play around with different WYSIWYG platforms. Don't be afraid to try something new.

1. You'll want to pick a blog platform. I can provide the most support for WordPress, but you're welcome to try others. See the class website for a list of free blogging platforms.
2. Once you've created your blog, email the URL to me ([alukowsk@cbu.edu](mailto:alukowsk@cbu.edu)) so that I can post it on our course website.
3. If you decide to use an alias instead of your real name, please just let me know what it is. If you use your real name, remember that the internet has loooooong memory. Your posts may have legs.
4. Your first blog post should address what you think digital rhetoric means and how it affects your day-to-day living.

In the end, your blog should be a reflection of what you learn in this class *and* your personality. So, if you're active on Instagram and you think that's relevant – share that on your blog.

To help you stay on track, your blog will be evaluated throughout the semester. I will “collect” and grade your blogs on the following dates:

- 9/16 – 2000 words and 1 achievement
- 10/14 – 2000 words and 3 total achievements
- 11/11 – 2000 words and 5 total achievements
- 12/14 – 2000 words and 6 total achievements

Remember, as with all of my classes, late submissions will not be accepted.