



Assignment Two: Blog Analysis and Presentation

Purpose:

1. To help you become more formally familiarized with a specific blog of your choice.
2. To help you inform the class about a particular blog through an in-class presentation.
3. To give you the opportunity to perform a stylistic analysis of a particular blog.
4. To help you develop your own new media writing style.

Assignment: This assignment asks you to familiarize yourself with a blog of your choice, and then give an in-class presentation in which you inform your peers and me about your chosen blog.

Blog selection

You will first select a blog. I will provide a list of options, but you can also use a blog that is not on my list. If you have your mind set on analyzing a particular blog, please let me know ASAP. No two students may analyze the same blog. I strongly recommend you select a blog that creates an opportunity to engage with issues that matter to you.

Research

Get to know the blog. This will entail some research. Some questions to think about (this list is NOT exhaustive):

- What kind of blog is it?
- How long has it been online?
- How large is its readership?
- Who is/are the writer(s)?
- Who is the audience?
- What are some of the most notable conversations or exchanges within the blog?
- Why should we read this blog?

Stylistic Analysis

Perform a stylistic analysis of the blog. If the blog has multiple writers, select 3-4 writers and either compare and contrast the writers' styles or make a general claim about the writing style of the blog. Use the stylistic analysis process we have practiced in class.

Presentation

Present your findings to the class in a formal presentation. Your presentation must last 5-7 minutes. Presentations that are too short or too long will be subject to a reduction in points.

Due date and weight:

- You will sign up to present your blog analysis at some point during the semester. You must be ready to present on your schedule date. Late presentations will not be accepted.
- The assignment is worth 10% of your final grade.

As always, let me know if you need any help. I am available via e-mail and during office hours.