

OVERVIEW

Weblogs, or blogs, are as old as the Internet itself, although early bloggers did not have a name for what they were doing. The most basic definition of a blog is a website with posts listed in reverse chronological order. Most blogs provide news and commentary on a specific subject, and in this age of media fragmentation, blogs exist for even the most obscure topics. A typical blog is primarily textual, but provides links to other blogs, web sites, images, video, and media related to its subject. As of December 2007, Technorati tracked 112 million blogs in the blogosphere.

For this assignment, you will create and maintain your own blog on a subject of your interest. The purpose is to develop expertise on a topic of your choice while exploring the possibilities of online discourse. In turn, you will develop multimedia design and academic research skills.

EXPECTATIONS

With 20 students blogging on 20 different topics, it is difficult to establish a uniform set of expectations. There is no minimum number of blog posts per week, but the sum of all of your blog posts must be at least *750 words of lucid, error-free prose*. In addition, your blog should *hyperlink to at least 5 outside sources per week*. *Each post should contain at least one multimedia element—an image, an audio clip, or a video*. *Each post should be accurately tagged* for the convenience of your audience. In addition, *you will participate in three of your classmates blogs*, reading their posts each week and leaving at least one comment. Additional expectations and tasks will be revealed as the semester progresses, such as the inclusion of blogrolls, academic citations, widgets, and more. Each new expectations will be explained in due time.

EVALUATION

I simply cannot evaluate 20 blogs per week. For this reason, your blogs will be audited randomly. While I will read everyone's blogs routinely, I will only grade six random blogs each week. Your blog will be audited twice, with each audit worth 100 points, or 10 percent of your final grade. Points will be rewarded based on successful fulfillment of the expectations listed above.

RESOURCES

Technorati <http://www.technorati.com/>

Your road map to the blogosphere

Blogger.com Help Center <http://help.blogger.com/>

A substantial collection of how-to articles to help you maximize the appeal and usability of your blog.