

ICOM 210: Introduction to Social Media

Assignment: Blog Posts

Point Total: 10 each

Overview: Students will respond to assigned readings on the class blog, offering critical thoughts on at least one specific topic addressed in the reading. These responses will take place using the appropriately assigned technologies.

Objectives:

- Demonstrate an understanding of basic publishing technologies as demonstrated by posts on the class blog
- Demonstrate an understanding of basic Wordpress blog functionality as demonstrated by posts on the class blog

Requirements:

All blogs posted to The DMM Social Media Blog (<http://icom210.wordpress.com/>) will be tagged: author's last name (e.g. Smith), and assignment (e.g. post1). **Do Not** add spaces. Make sure you check PREVIOUS tags. If you're creating a new tag other than your name, you should reconsider your action. If you are stuck with Audio, Video, or Wordpress, I suggest: <http://min186.pbworks.com/>

- **Test Blog Posts + Blog Post #1:** This written blog will include at least 2 external links, and examine a singular point made in the reading.
- **Blog Post #2:** This video blog recorded using YouTube's My Webcam functionality will be no less than 3 minutes and no more than 10 minutes in length. Students will then **embed** the video in a blog post on The DMM Social Media Blog
- **Blog Post #3:** In this video, students will use the Jing screen capture software to record a reading respond while using specific websites or other digital media in the presentation. Students will then upload the video to Screencast.com and provide a link on The DMM Social Media Blog.
- **Blog Post #4:** Students will use the Storify software to aggregate people discussing a specific point from the reading (although it doesn't have to reference our reading) and create a meta-argument by bouncing off what others have said online. Students will then provide a link in the post on The DMM Social Media Blog
- **Blog Post #5:** Students will use an audio program (e.g Audacity, Garageband) to create an MP3 file, which will be stored at the Soundcloud website. Students will then **embed** the file within the post on The DMM Social Media Blog

Grading:

Students will receive either:

- 10 points for completing the response and using the technology properly
- 5 points for completing only 1 of the 2 tasks
- 0 points for failure to respond and use the technology properly