

## ICOMM 210: Introduction to Social Media

Assignment: Group Presentations (5)

Point Total: 50

### Overview:

Students will be assigned to small groups, which will be responsible for delivering 8-10 minute reading presentations about Dan Gillmor's book, *Mediactive*. Those presentations must include at minimum 15 outside sources, and the video must have an executive summary attached in the description section.

Students will be required to use a *class Wiki* to gather data, share information, construct their presentation and supporting material, and organize their work.

**To Turn In:** Your executive summary should be linked (e.g. Google Doc, Scribd) in the description of the YouTube Presentation video, and posted on the class blog: <http://icom210.wordpress.com/> with the tag: GP1, GP2, ect and the subject line: Group 1 Presentation.

### Objectives:

- Understand and use basic research skills and social media tools to quickly gather and evaluate primary and secondary sources as demonstrated by the literature review
- Design a multimedia research presentation around a single thesis using collaborative tools as demonstrated by the video presentation

### Requirements:

There are three components to this assignment: the Wiki work, the video presentation, and the executive summary.

- Wiki:
  - <http://bsuicomm210.pbworks.com/>
  - Each group has its own Wiki page. Please see [this instructional video](#):
  - You will be graded on your participation within the environment. Please visit previous class sites, particularly the later presentations (e.g. 5) to understand how to best organize your work
- Video Presentation: Your 8-10 minute presentation should adhere to basic Public Speaking standards (e.g COM 210) even though these are recorded. You should be brief, clear, and use appropriate visual materials to get your point across. Your video should be CLEARLY broken into 4 sections.
  - **Thesis:** You should have a 1-sentence thesis that makes tells us what your argument is. (This is an [Argumentative Research Paper](#))
  - **Literature Review:** In this section, you discuss the major research in the thesis area and operationalize what terms mean (e.g. "citizen journalism" has many definitions: what are they, and what are you using).
  - **Major Arguments:** In this most expansive section, you focus on the 3-4 major arguments you make, explain the support you have for those points from research (different from Literature Review research), and convince

people why your argument has the most merit. You should find the most credible sources.

- **Works Cited:** Final slides with Works Cited
- **Executive Summary:** This 1-page sheet should be a series of short synopsis of your Video Presentation. This is what you leave with executives after a meeting, and it **SHOULD NOT** be written in short hand. It should summarize clearly what your major points were. Your thesis should be stated, the Literature Review should be no more than 1-2 short paragraphs, and the Major Arguments should be bulleted or in a table matrix. This should be clear, professional, and easy to understand.

**Grading:**

	A	B	C	D	F
Wiki (5)					
Presentation					
Thesis (5)					
Lit Review (10)					
Argument (15)					
Work Cited (5)					
Summary (10)					
<b>Total</b>					

\*This paper should include *at least* 15 works cited, with at least 5 from peer-reviewed work. Any referenced material or thought that comes from a source other than the student must be attributed as such.