

J202 Spring 2012

Culver

Assignment: Engagement and Participation

Week 1

Our Goal: You can begin to develop your own professional voice and personality by participating actively in J202. You will carve out both live and digital spaces to express your thoughts and opinions, as well as share your ideas with your classmates and instructors.

Your Task: Develop a website for yourself, populating it with your work and commentary on issues related to class, journalism, advertising, public relations, marketing or other related fields. Prepare for lectures and labs by completing all readings and sharing your insights through your site and live in class. Stay active on our social media streams, including the ethics blog, Facebook and Twitter.

Specifics:

- establish a free WordPress site for yourself at <http://wordpress.com>
- complete a minimum of three blog posts discussing weekly readings (must be completed in the week of the readings and cover three separate weeks, not three posts on one week)
- complete a minimum of two blog posts on current events (e.g., a piece on a current issue you thought was overlooked or a piece questioning the ethics of some kind of coverage)
- participate in lecture and lab discussions
- participate in social media streams related to class
- use your WordPress site to define and brand yourself in your field of interest, such as adding your resume, work samples, an “about” page and widgets or links (e.g., Twitter feed, Facebook page)

Approach:

Think before you begin this task. Mull how you want to present yourself online. This affects everything from how you name your site (kathleenculver.wordpress.com vs. nuttyprof.wordpress.com) to the voice you use in your posts. You are encouraged – but not required – to make your site fully public. How do you want the world to see you? What personality attaches to your work? What would a potential employer think of your site? What would your grandma think? Do you currently use Twitter professionally or do you need to define a new account for yourself?

To start your mulling, check these out:

- <http://mashable.com/2009/02/05/personal-branding-101/> and <http://studentbranding.com/>

Deadlines

- Week 2: WordPress site registered and linked in shared spreadsheet
- Week 3: site design, about page and first post complete
- any post on weekly readings must be completed by the start of lecture for that week
- remember, you must complete three readings posts in three separate weeks (reading assignments trail off toward the end of the term, so don't wait to get them accomplished)
- your two current events posts may be completed at any time, but not in the same week
- Week 13: site completed for evaluation

Grade: Your engagement overall accounts for 5 percent of your final grade. You will be evaluated on:

- completion of required elements
- clear, concise and meaningful posts
- relevant and interesting contributions to live discussions and social media streams
- supportive and effective collaboration with your classmates and instructors
- note that the *quality* of your contributions is more important than the *quantity*