

Assessment Task 1: Blogging (30%)

Due:

- **Blog Checklist: Week 3 IN CLASS**
- **Blog Reflection: Week 6, Monday 11th April 2016, 5pm**

Submission: Blog entry URL pasted into your Assessment Google Doc on RMIT Google Drive (see below for further instruction)

Description:

For Networked Media, the blog is the key place for you to discuss, note, record, document, argue about, reflect upon, interrogate, and critique what you do. You should be constantly blogging about your ideas and your engagement with the course. You should also use this as an opportunity to develop an online persona; be that professional, creative or analytical (but preferably a combination of all three).

Checklist

First there are a few essential elements that your blog needs to be fully ready for publishing online. The following is a list of exercises that you should have completed in weeks 1 and 2. You will receive a Y/N mark for each of these **IN CLASS WEEK 3**:

- A custom theme (not the default Wordpress theme)
- At least one page (not to be confused with a post)
- Creative Commons license displayed in your blog sidebar
- One or more custom widgets in your sidebar
- At least 10 blogs on your blogroll (can be student blogs from within the course)

Reflection

For this assignment you will **submit one blog post** consisting of a **500 word analytical reflection** about your blogging experience thus far. Your reflection should examine aspects of your blog in relation to ideas that you have encountered in the course to date. It will be marked on the quality of your insight into the following areas:

- Discussion about your understanding of writing online
- Exploration of ideas raised in the readings, lectures and other reference material
- Links to some of your relevant blog entries (ideally 2-3) that help demonstrate the above, featuring a range of media (i.e not just text)
- Demonstration of technical skills that have been put into practice
- Quality of your writing; clarity, depth of discussion, independent research, correct citation and bibliography

The purpose of the analytical reflection is to discuss how you have used your blog throughout the first part of the semester. Good work is clear and explicit in how it addresses the above points, but you may venture off in other directions as well. Your priority should be analysing your blog – overall, as well as through specific posts - in the theoretical context that the course has provided thus far, but the emphasis is on critical thinking and writing and not on being a blog fan. You might start by asking one of the following questions; has blogging excited you as a writer, or made things difficult? Do you see how it might change/has changed the way you write? What possibilities does it offer that other forms of writing don't? If you don't enjoy it, why? If you do, why? Remember that your personal experiences as documented here need to be analysed within the context of broader arguments and theories encountered within the course.

Overall, we're less concerned with the form and structure in your writing than with the depth, integrity and quality of reflection and critical analysis. However, as this is academic writing, you

should use a more formal tone than in your 'personal' blog posts. **You must also adhere to proper citation methods and referencing, providing a bibliography of resources at the bottom of the post** (not included in the word count).

Submission

To submit this assignment, copy and paste the URL of your analytical reflection blog entry into the *Assessment Task Google Doc* that you created in the week 1 workshop, under the heading '**Assessment Task 1: Blogging**'. You must do this before the due date and time as noted above – any submissions past this time will be subject to the standard late penalty (-5% of final mark for every day that it is overdue).