

# MEMO

To: PRCA 2330  
From: Mrs. Andrews  
Re: Blog Assignment  
Date: January 18, 2012

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Your first blog post for the semester is due Friday, February 3. We will continue to blog every other week in this course till the end of the semester. Below is some additional information to guide you through this process.

## **Blogs will be graded based on the following rubric:**

- Content: Present your thoughts, not an overview, of the topic in a clearly, logical manner.
- Word Count: EACH blog post you write should be *a minimum of 200 words*.
- Citation: Provide a link to a minimum of **two** credible sources to support your point (Note: Sites such as wikipedia, about, dictionary, ask, and those similar to them will not be counted towards your credible sources.)
- Grammar: Review your entry prior to posting. Although you may not catch everything, you should strive to use correct grammar, spelling, and punctuation at all times.

## **Additional information:**

- You will need to check my blog ([www.practicalissues.wordpress.com](http://www.practicalissues.wordpress.com)) each week for the Topic(s) of the Week (T.O.W.) and to see if you need to comment on a post I have written. (**Note:** I will provide you with two topics; you will only need to select one to write a blog entry on.)
- You will comment on **a minimum of three** of my blog posts, for credit, during the course of this semester (i.e. January 17, 2012-May 4, 2012).
- You will comment on **a minimum of six** of your classmate's blog posts, for credit, during the course of this semester (i.e. January 17, 2012-May 4, 2012).
- When commenting on a classmate's blog, it is your responsibility to remain civil and be constructive in your comments. In addition to commenting on their blog (the classmate's WordPress blog), you must create a blog entry on your blog with the names of those whose blogs you commented on and the comments you made (see example below). Also, please select the category you created for this class (i.e. PRCA 2330). (**Note:** Blog entries denoting comments are in addition to the T.O.W.)

## **Due dates for blog posts (Posts are due by close of day, 5 p.m., on the designated Friday):**

- Friday, February 3
- Friday, February 17
- Friday, March 2
- Friday, March 23
- Friday, April 6
- Friday, April 20
- Friday, May 4

Below is an example of how you can set-up your blog entry to denote comments made on classmates' blogs.

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November 16, 2011 | 0 Comments

## Comments on Other Blogs

Student Comments

Gary Barton – "The Problem With Twitter"

**My Response:**

You have to look at the advantages Twitter has. Twitter has flattened the social hierarchy that we have in today's society. We can now talk to our favorite celebrities, politicians, and CEOs without going through a "chain of command" and never allowing our voices to be heard. I will agree with you that the "what are you doing every second of your life" tweet does become rather annoying scrolling through your timeline and I think every tweet should have purpose. You only look at Twitter from a negative point of view, but take the time to look for the positives and once you do, then you can make a balanced argument.

Kayla Tokars – "Social Media – To Use Or Not To Use"

Kayla,

I totally get where you are coming from. One's life should not revolve around Twitter. I will say that there are great advantages of being active on Twitter. You mentioned that companies use the social media realm to get their message out there, and ironically they want to see if you can get the message out there too. Social Media is the wave of the future and many companies are hiring (so I hear) people just for social and new media. I think grasping an understanding is the most important thing for social media and learning how not to abuse it. All in all great post!

Jasmine Harvard – "Ben & Jerry's Scweddly Balls Ice Cream Conflict"

I heard about this! This is definitely a great way to stand behind the product that you sell. I agree that there should've been a more tender approach to the way that Ben and Jerry's quoted on the conflict. Based on what you are saying the comment did seem to have a little "well who really cares because people are buying it" attitude, and I think that in the future maybe there should be a bit of caution and tenderness when dealing with consumers.

Taylor Kidd – "Why I Will Not Use Twitter"

This was great! I think that it is really impressive that you have managed to stay off of Twitter this long. I will say that Twitter is catered to its user similar to how FaceBook is. One advantage Twitter has right now (who knows for how long) is the amount of junk that is posted in the news feed or in Twitter world "Timeline." Between ads and random pictures of Justin Bieber there is definitely a lot of things going on Facebook, which surprises me as to why you don't like Twitter. But to each his own.

Wishing you the best,

Skyler



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