Point of View of This Course:
In this course, we will explore the unique challenges of writing within the online media environment. Our main focus will be writing for weblogs, aka blogs, as blogging has emerged as a major medium for the written word online, but we will also consider more generally writing for the web, and hypertext as the full elaboration of computer-mediated writing. We will examine this latest evolution in the technologizing of the word from philosophical, theoretical, analytical, and critical perspectives, taking into account its historical context and relationship to other forms of writing and publishing, and considering various forms and purposes of online writing. And we will learn by doing, as students will be required to create and write for their own individual blogs for this class.

Required Reading:
3. Other material to be distributed via email.
4. The blog posts of your classmates, and your own, self-directed reading of online blogs and websites.

Course Objectives:
1. To explore the use of the written word in the contemporary online media environment in a reflective manner, drawing upon various philosophical, theoretical, historical, and critical and analytical perspectives.
2. To practice writing for online media in order to learn specific skills and techniques unique to these forms of publication, as well as improve writing skills in general.
3. To produce an individual blog as part of your online portfolio.

Requirements and Evaluation:
1. You will be expected to create and maintain your own blog on a topic of your own choosing, posting new entries at least 2-3 times a week, and will be graded on the overall quality and substance of the writing, its appropriateness for online media, your ability to integrate images and audiovisual materials, the overall appearance of the blog, the frequency and timeliness of posts, etc. Your blog will account for 50% of the final grade.
2. You will be expected to take part in online class discussions, provide classmates with feedback on their blogs in a respectful and sensitive manner, post comments on your classmates blogs, and report on two exemplary blogs and two online applications that can be useful for blogging, and this will account for 50% of the final grade.
Tentative Schedule

May 30  Unit 1: Introduction to Writing for Online Media

June  6  Unit 2: Writing and Blogging
          Reading Due: Carroll, Introduction & Chap. 1
                        Rettberg, Acknowledgements, Intro., Chap. 1
          Assignment Due:  1. Set up blog
                            2. Post an introductory message

June 13  Unit 3: Writing in Context/Writing for Screens
          Reading Due: Rettberg, Chap. 2
                        Carroll, Chap. 2-4
          Assignment Due:  1. Write an informative post
                            2. Write a post that expresses an opinion

June 20  Unit 4: Writing Space/Writing Place
          Reading Due: Carroll, Chaps. 5 & 6
          Assignment Due:  1. Write a post that constitutes a review of a
                            media item, product, place, service, etc.
                            2. Wikipedia assignment and blog post

June 27  Unit 5: Writing Time/Web Logs
          Reading Due: Rettberg, Chap. 3
                        Carroll, Chap. 7
          Assignment Due:  1. Write a post that includes a bullet point list
                            2. Write a post that includes a numbered list
                            3. Write a post that features some form of play
                               and experimentation with layout and format

July  3  Unit 6: Citizen Journalism
          Reading Due: Rettberg, Chap. 4
                        Carroll, Chap. 8-9 & Afterword
          Assignment Due:  1. Write a post that features a discussion of one
                            or more images included in the post
                            2. Write a post that features a discussion of one
                               or more videos embedded in the post
                            3. Write a post that features a discussion of one
                               or more links included in the post
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| July 11| Unit 7: Writing for Organizations/Writing and the Law | Carroll, Chap. 10 & 11 | 1. Write a post that links to and follows up on one of your previous posts  
2. Wikipedia assignment follow-up and blog post  
3. Write a post that responds to a post from another blog (from someone other than a classmate) |
| July 18| Unit 9: Narrative Writing | Rettberg, Chap. 5   | 1. Write a how-to post  
2. Write a post featuring an interview that you have conducted  
3. Write 1 additional post |
| July 25| Unit 10: Hypertext and Electronic Literature | Your independent explorations of online literature, including hypertext novels and short stories, and poetry | 1. Write a post featuring a fictional or nonfictional narrative  
2. Write 2 additional posts |
| Aug.  1 | Unit 11: Branding, Promoting, Monetizing | Rettberg, Chaps. 6 & 7 | 1. Write a post featuring an extended essay |