

CMNS 125
Fall 2020

Assignment 6: Blog Post

Length: 400-600 words, single spaced (double-space between paragraphs), 12 pt. font
Format: Blog format (per assignment and lesson folder instruction/information)
Value: 15%
Draft Due: Submit to Peer Scholar by **Nov. 22nd**, complete your peer reviews by **Nov. 27th**
Final Due: Revise and submit to Peer Scholar and Blackboard by **Nov. 29th at 10:00 p.m.**

Note: Your blog post will NOT be published online for the public to see. Instead, please submit it to Peer Scholar and Blackboard as a .doc or .pdf file for review and marking.

Blogs are a valuable web-based source of information and interaction. They are written for many different types of audiences and purposes, but they share common characteristics. In this assignment you will write a blog posting based on the subject and literature you wrote about in your research brief assignment (Assignment 5).

Scenario

Good news, Ms. Webb (from the Assignment 5 scenario) is very impressed with your research brief and has asked you to write a blog post for her website. She wants you to inform the readers about your particular area of research, including your opinion about one or more of the main themes/points you explored in your research brief.

Your audience is diverse, including both professionals interested in your area of research and anyone who happens to find your blog post on the internet.

Instructions

Utilize the following directions when completing your blog posting:

- Follow the *Nine Steps to Writing an Effective Blog* in the Lesson 6 folder.
- Use the blog *The Conversation (Canada Edition)* as an example of the type of blog post you will write (style, format, tone, etc.). <https://theconversation.com/ca>
- Write a blog post of 400-600 words that addresses the scenario above.
- Provide an eye-catching title at the top of the page, double-space and write your name, double-space again and begin your first paragraph.
- Summarize some of the highlights of your research, including both reporting of research and analysis from your research brief, and your own thoughts on your topic.
- Incorporate some visual elements, such as photos, graphs, charts, etc.
- Use hyperlinks to provide references for your content.

Note: 15% of the total marks for the assignment will be deducted from your final grade if you do not complete the peer review process for this assignment.