

## Synthesis Essay Blog Translation Assignment

For this assignment, you will create a modified, shortened version of your Synthesis Essay that is appropriate as a blog post. Ask yourself, now that you are presenting this to an actual public audience, how it should appear. How long should it be? What would the average reader actually want to read (and not want to read)? How can you make it seem like a regular blog post, rather than a formal essay? Let these thoughts guide your translation of the paper into the blog post.

### Requirements:

- You will publish this as a blog post.
- The post must adhere to the genre characteristics of blog posts, as discussed in class.
  - Less formal, more conversational in tone
  - Somewhat journalistic in nature, or like a tally of your observations on a subject
  - Use of hyperlinks, media, images, is strongly encouraged
  - Personal influence is present—this is not a company blog, an official organization; it's your research project and should come from you (use I)
  - Introduce what you are doing to your audience, and why you are doing it
  - Make it clear how this corresponds to the overall mission/purpose/“project” of your blog
  - Though evidence is important, blogs can be a bit more impressionistic. A public audience may be skeptical, but may not have the same strict expectations for you to create a seamless “argument” that a scholarly audience may have.
- Condense the paper thoughtfully. Retain the main idea and the impact of your idea; that is, make sure your post is as *meaningful* as the paper, but that it is less formal and more efficient. Do NOT simply post your paper, as is, to the blog.
  - What basic information do you want the world to know? Can you summarize portions of your paper?
  - What can be told using links, images, quotes? What can you cut out?
  - Should you tell this as a story of your learning process? That is, include the story of what you've learned in the process of doing this paper?
- Give credit, actively and clearly, to your authors. Don't simply use a typical MLA citation format (although you can use it); use hyperlinks to the Amazon page for Ebert's book, for example, or provide a link to the actual text online (if it is available). Actively discuss the authors in your post—after all, you are now making this public; some of them could actually read your post and see whether you are fairly using their ideas. If you were to plagiarize, how would that go down?
- Make it thought-provoking. Nobody wants to read a blog that is boring or unimportant. When condensing your work, be sure that you somehow keep (and maybe creatively emphasize) what makes it “interesting”. Try to have some fun with this—the blog is a chance to make your paper a little more creative, a little more visual, less text-heavy, less “academic”.