Description

Each blog will be about attached readings.

The seminar guide for the module asked you to base your blogs on the following format:

“Blogs should identify ONE key argument from the reading that you found useful and ONE

example or piece of evidence that you found interesting. Your blog should explain why you

find these interesting in relation to your own research interests or in relation to your own

experiences.”

To give some more guidance, the aim of the blogs was to test two key skills. First, identifying

key arguments in academic texts and paraphrasing these arguments for your own purposes

with relevant quotation. Secondly, applying these arguments to examples of your own

choice, either drawn from the reading or from your own experience/research, to show your

ability to understand the analytical potential of arguments from academic texts. These two

core skills will also be what we assess in the finished portfolio.

• To expand your chosen blogs from 200 words to 500 words, try to do more than simply

extend what you had already written. We want to see evidence of your progression on the

module from your original blog entries to more thoughtful and evolved short essays. This

could take the form of adding a second complementary or contrasting argument from an

additional academic text and/or it could take the form of adding an additional example. It

could also involve you developing the example analysis further. If you used an example from

the reading, try adding one you’ve found yourself. There is no blueprint for what we are

expecting. The main thing is to show us that you have spent time thinking carefully about

what academic arguments from the reading you have found interesting and compelling, and

why, and what use you think these arguments can be put to in analysing media examples.

We will be assessing how much thought you have put into selecting your arguments and

examples. Try to avoid simply summarising. Focus on critical engagement with arguments

and critical analytical application to examples.

• As with any essay, be mindful of structure, adding an introduction sentence or two as well as

a concluding sentence or two. Make sure that the 500 words is structured to read and make

sense as a standalone piece of writing.

• To present your portfolio, use subheadings for each of your four chosen short essays. In the

subheading, identify the weekly topic to which the blog belongs. For example, if your blog

was for the week on Gendering the Media, use the subheading ‘Gendering the Media’.

“Students must select four of their

weekly blogs, those which either interested them the most or which otherwise might prove

useful in developing ideas for the essay and turn them into fully developed 500-word short

essays. (I'll be attaching the blogs as well however, those are just summarising so please do not rely on them.)

The submission for this assessment should contain all four short essays in one

submission. The usual requirem