Cause Blog

Communication 244: Advocacy through Media

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Being an effective advocate is more than simply researching and memorizing statistics about your cause and discussing them with others. It involves taking those statistics and weaving them together with human experience to create compelling narratives that move people to some sort of action on the behalf of your cause, and then ensuring those narratives actually reach others. We are in a period of advanced globalization and the digitization of information creates a fast-flowing conduit through which virtually *anything* can be transmitted. Your proficiency in a variety of technological arenas will be an asset now and in your professional future, and this assignment is an opportunity to practice, develop, and showcase those skills.

You will begin by selecting a cause important to you about which you would like to advocate. Using a free hosting site you will create a public blog which will act as the hub for your advocacy work. These weekly posts will require you to use a variety of Web 2.0 technologies to advocate for your cause, giving you ample opportunity to explore the wealth of options available for advocates in today's digitized world. **Please note: While some of the components will only take a small amount of time to complete there are others that will require forethought and attention well in advance. Schedule your time accordingly!**

Blog

[See student examples online.](#)

1.   Blog Design: Using our course readings and discussions as a framework, design a customized personal blog. Be sure to give careful attention to the look of your blog, and to convey something about yourself through your design choices. Create the appropriate pages to house each of the blog components in your initial design, give each a relevant and clever title, and be sure to give your blog a name that is inviting to its ideal audience.

2.   Cause Video: Guided by the Student Technology Center, you will create a short (3-5min) video relating to your cause. Using technology available on campus you will film, edit and produce your short, showcase it on your blog, and present it in class. Elaborate details on this component will be provided well in advance of its due date.

3.   Photo Journal: Using a camera device of your choosing you will capture, edit and watermark photos, and then compile them in a compelling photo journal documenting a human interest aspect of your cause. Using minimal text to caption each photo, you will tell a story about your cause in pictures. A minimum of 10 photos are required for this component.

4.   Short Blog Feature: Part of the challenge in effective advocacy is relaying jargon and statistical information to a general audience. To help you develop your ability to critically analyze and present field research in a digestible format, you will compare and contrast two peer reviewed articles related to your cause. You will then post links to the articles along with your short feature response on your blog. Your response should be no more than 1,000 words, so be sure to distill the most important information from the articles, and should demonstrate proficiency in blog posts as according to our texts.

5.   Slideshow: Using slide presentation software you will create a slideshow illustrating your research on the ways in which your cause is addressed on a national level. This 10-slide presentation should be an overview of notable organizations big and small working for your cause and highlight something of interest these organizations are doing with Web 2.0 tools to advocate for their cause. Include text and graphics with citations.

At the end of the quarter you will showcase your complete blog in a brief and informal class presentation. You will have the opportunity to share your favorite components and what you consider to be your best examples of Web 2.0 technology usage.