

Fall 2011

Media Audiences Wiki

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**Sample assignment – Media Audiences, Fall–
Cynara M. Medina, Department of Communication.**

Welcome to the Media Audiences Wiki

This site is a resource for students of media audiences. Our purpose is to create common content that we can all learn from, so think of this wiki as a shared notebook that you can use as you explore the topics covered in this class. **Wiki entries are due by 12:00 on Wednesdays, starting week 3 of the semester.**

Getting Started

1. Create your wiki profile, and tell us about yourself. Make it interesting. Add content that says something about you. Just don't put anything on this profile that you don't want other people to know because **your profile is public. You are responsible for you online presence. If you choose to use a nickname, instead of your real name, you must let me know so I can grade your work.** You can check out [my profile](#), if you want some ideas.
2. Even though your profile is public, your contributions to this wiki are not public. Only students enrolled in this class have access to the content of this wiki. You are entitled to privacy in this classroom.
3. Form a study group (four people). You will be working together in this project.
4. Create a new page on the wiki (one per group). Make sure you name it, and also make sure you type in the names of each one of the group members, and that you create a link to the each person's profile.

What you are expected to do.

Each study group is in charge of adding content to the wiki. For that, you will alternate in the following roles:

1. **Content manager: your job is to summarize the reading for the week. Your summary should address the following:**
 1. What is the main point that the author(s) make(s) in the reading?
 2. What is the group's position on the subject? Does that position mirror your own?
2. **Discussion manager: your job is to summarize class discussion about the reading. Your summary should include the following:**
 1. What were the issues that came up during the discussion, and how were they addressed?
3. **New content guru: your job is to update the group, with findings from more recent research on the topic (or a similar topic):**
 1. Find an academic article that extends the research you read about. Offer a summary of the key arguments, and explain how this newer research supports or contradicts what you learned about in class.
4. **Devil's advocate: your job is to question everything. Your contribution should address the following:**
 1. Does the reading present a convincing argument? Critique at least one example of the evidence presented in the reading. How does it support (or contradict) the overall argument?

Twice during the semester, each group member is required to evaluate another group's wiki. A detailed rubric will be made available to you for that purpose.

Formatting instructions:

1. Each individual entry should be at least three paragraphs long. An entry is your individual contribution. **One paragraph = 5+ lines of text.**
2. Use **bold type** to highlight important concepts/terminology.
3. Create a [table of contents](#), using the table of contents widget. This will make navigation easier.
4. Include a ["back to top" link](#), at the end of each section. A section reflects the weekly collaboration of the entire group.
5. Use [heading/sub-headings](#) to organize content.
6. Include a full list of [references](#) at the bottom the page. Please follow APA guidelines, as APA is the style used in most communication and media studies academic publications. Also, even though the wiki will automatically generate a footnote, APA style requires the use of parenthetical citations. Do not forget those.
7. Spell check thoroughly. Your written work reflects you.
8. Make sure that any links you include work properly.

Grading

This is a group project, and your grade will reflect the quality of the group's effort, as well as the quality of your individual contribution to the wiki. The group effort accounts for 25% of the grade. The individual quality of your entries account for the remaining 75%.

Criteria	Novice	Apprentice	Proficient	Distinguished
Quality 40%	Included more opinion	Included a mixture of	Included facts, conclusions and opinions from	Included facts, quotes, and paraphrases

	than fact. Information was taken from unreliable sources	fact and opinion. Combines reputable and unreliable sources	reliable sources.	from reliable sources. Included additional research from experts in the field, when appropriate and necessary.
Writing ideas 35%	Writing had few details	Writing had at least three details that supported the main idea.	Writing had many details that supported the main idea	All details were unique and interesting. The details reflected the author's interpretation, as opposed to a mere summary of the content.
Presentation & organization 10%	The entry did not follow minimum formatting guidelines. It was disorganized and hard to understand.	The entry followed minimum formatting guidelines. It was organized using headings and sub-headings.	In addition to minimum guidelines, the entry used existing audio and/or visual materials (pictures, graphs, video, etc).to illustrate key points. Author(s) cited the original source, and provided a bibliographic reference.	The entry used original audio and/or visual materials (pictures, graphs, video, etc) which were used to illustrate key points.
Writing mechanics 5%	The entry has more than 10 grammatical and/or spelling mistakes. Paragraphs show no internal coherence. There is no connection between ideas.	The entry has more than 5 grammatical and/or spelling mistakes. The information is organized in a logical manner	The entry has more than 3 grammatical and/or spelling mistakes. Author (group) uses transitional words and sentences to connect ideas and paragraphs.	The entry has no grammatical and/or spelling mistakes. Author's (group's) writing reflects a unique voice and perspective.
Completeness 5%	No group entry was submitted by the deadline	The weekly group entry was submitted, but it is incomplete.	Weekly group entry is complete, but no effort was made to present a coherent whole.	All four portions of the weekly group entry are present. The group's works represents a coherent whole. There is a connection between individual contributions.
Source documentation 5%	Source are not cited, or are cited incorrectly.	Most sources are cited correctly.	Most sources are cited correctly, but the author does not follow APA rules.	All sources are cited correctly, in APA style. The author includes a parenthetical citation (in text), and a corresponding reference entry at the bottom of the page.

Recommendations

1. Though you are writing individually, your wiki pages are a collaborative work. In other words, your work needs to reflect a coherent whole. Think about appointing one person to be in charge of the final edit for each weekly section.
2. Your should build your arguments based on evidence, not opinion. Avoid sweeping generalizations, and please remember that your personal experience, though valuable, is not considered evidence when it comes

to scholarly work. In this classroom, evidence comes from published research from reputable sources. Note that this applies to some aspects of the wiki assignment more than to others, but I do expect to see evidence-based argumentation more explicitly in the work of the content manager, the new content provider, and the devil's advocate.

3. A recommendation for devil's advocates: academic work is often reviewed by other academics. If you want to present a strong critique, find out what other scholars are saying.
4. Our reference librarian, Jeremy Donald, has prepared a library guide with resources you can use for this assignment, and other research that you will be conducting for this class. Don't settle for Google searches. Use databases, such as comm abstracts, communication and mass media complete, or academic source complete.
5. Organize your time wisely. This is a weekly assignment, and you should take it seriously.
6. If problems should arise during group work (e.g., a group member does not contribute, etc.), please contact me immediately.
7. If you have a documented disability that requires special accommodations, and cannot reasonably contribute to this assignment, also contact me immediately to make any special arrangements.