**COMM 1025 Group Blog Assignment**

Your assignment is to develop a blog post that demonstrates the connection between scholarly research in communication and practical communication issues. Basically, your job is take a concept or theory of communication related to your topic and show the audience how this concept or theory applies to real life situations, whether it be on the job, in one’s personal life, in a public setting, etc.

The intended audience might depend on your topic, but you should think of the audience as students of communication who are interested in understanding the application of communication concepts in real world situations.

The idea is for a “content heavy” blog post—longer and more thoroughly developed than blog posts that are designed to drive traffic to a site.

Here is the outline:

1. Gain attention: Catchy title or “headline”; short paragraph that relates the issue to the audience; frame as a *problem* or *need* [50-75 words]

2. Scholarly background: What do we know about the issue or problem?—overview of scholarly research (maybe one sentence per source; maybe a paragraph explaining overall). You should cite three to five scholarly (peer-reviewed) sources. This should NOT read as your abstracts strung together. You MUST work to synthesize the work and make appropriate transitions to tie it all together [250-400 words]

3. Create a scenario (real or hypothetical) that outlines the communication problem. (In the example below, the problem is not knowing when or how to effectively brainstorm.)

4. Apply what you learned from the research to give “advice” on how to handle the communication problem, or what to watch out for. It could be a list or prose discussion. Might include links to other sources, but must be written in your own words.

5. Make it visually interesting by using color, fonts, images, video clips and other engaging features. I’m looking mainly at content, but the post should be engaging, formatted, and well organized.

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Here is a sample, partially filled in:

Topic: Small group communication in organizations

Headline: How to avoid brainstorming your way to BAD ideas

(1) When an organization faces a problem—loss of market share, a declining reputation, or employee resistance to new ways of doing things—a management group is often told to “brainstorm” and come up with a solution. The problem with this strategy is twofold: on the one hand, many don’t know what brainstorming really means or how to do it effectively; and on the other hand, brainstorming probably doesn’t even work!

(2) Brainstorming is usually defined as……

According to [Insert Scholar Here], most brainstorming sessions follow these procedures: ……..

Some scholars have questioned the effectiveness of brainstorming. [Insert scholar here] suggests, ………

The general consensus among scholars is….

(3) [Describe a scenario—be creative!] Consider the case of BAM BAM Sports Marketing firm. Their goal is to increase participation in youth lacrosse, especially in the western region of the United States, which requires some creativity and new ideas. Elaborate/give detail to make the scenario “real” and understandable.

(4) [Apply the research] What SHOULD they do to resolve this issue and meet their goal? (list or prose)

BAM BAM Marketing firm should…

1. Decide if an initial meeting is necessary or not. Think about….. IF you decide to have a meeting right away, make sure people know in advance the purpose.
2. Give those involved an overview of the problem and encourage them to think about it on their own, draft ideas, and chat with colleagues informally.
3. Gather ideas ahead of the meeting and don’t attach ideas to the people who suggested them. Present the ideas anonymously in the meeting.
4. Encourage free discussion by making sure everyone gets a chance to speak.
5. If consensus emerges around a particular strategy, reveal who were involved in the origination of the idea and let them take a leadership role in the discussion.
6. If no consensus emerges, consider strategies depending on time allowed. Take a vote? Assign smaller task groups to develop different strategies further, to be reviewed by the full group later?