

Handout 18.1. Hypermedia Writing Overview

The past few weeks, you've engaged in an important academic process—conducting and reporting research. However, when you move beyond school, you will rarely be asked to write a research paper. You might be asked, though, to make a multimedia presentation, or form a webpage. Many times this involves knowing how to interact with others. So the last part of this process is intended to give you some experience with electronic and interactive forms of expression.

Objectives:

As a result of this experience you will:

1. Understand how people can use social networking to build awareness on topics and motivate people to action
2. Be able to apply the concepts we've learned about effective writing to a social networking group to understand what makes it successful or not successful
3. Create a profile that reflects your perspective as the author of a social networking group
4. Reformat your academic work into Web-based, interactive content

Task:

Create a prototype version of a social networking group designed to raise awareness about your topic, motivate people to action in response to your topic, or engage in meaningful discussion about your topic. You will then present this prototype to the class, persuading them that it would be a valuable inclusion for our Web publication of this year's research theme, "Local Perspectives."

Requirements for Prototype:

1. You will need a valid profile to accompany your group. The profile should give you credibility as the group's creator/author.
2. Your group's site should make use of text and multimedia (pictures/video/audio) to convey its message.
3. Your group should have a clear purpose and audience.
4. You should include some links to outside sources group members would find useful/interesting.

Requirements for Speech:

1. You will need to convince your group of editors that the site has value.
2. You will need to explain your design choices.
3. You will need to explain the group's intent.
4. You will need to explain why the group should be included on "Local Perspectives."
5. You will need to speak for about 3–5 minutes.
6. You will need to revise the group based on the feedback from the editors assigned to your page.