

# Professional Blog

## ENGL 202D: Business Writing | Fall 2017 | Dr. Scott

### Overview

Blog writing tends to be more immediate than most other forms of professional writing. The purpose of this first project is to use that immediacy to think reflectively about current trends and topics in the workplace. To do this, you will read a variety of discipline-specific news sources, choosing current and significant articles that intrigue you as an emerging professional. What can you contribute to the conversations surrounding these particular topics? When composing your blog posts, consider: Would you encourage potential employers, clients, or customers to read your entries? Will these posts work to forward your professional image?

### Instructions

Write, design, and publish three blog posts (450-600 words each) that respond to sources you have found during your reading and that follow the conventions for online writing. Then, publish these articles alongside your professional biography on a blog that you create using the Sites @ Penn State platform. When the assignment is due, submit your blog URL to the appropriate dropbox on Canvas.

### Evaluation Criteria

**Arrangement and Organization:** The blog demonstrates proficient application of online writing conventions, including prominently placed main points, logical and effective organization, and short paragraphs (25-35 words).

**Content:** Each blog post includes a well-written, thoughtful discussion of at least one referenced (and linked) online text. Value-added posts include additional links to credible and relevant sources. The professional biography tells a thoughtful and compelling story of how you developed an interest in your field.

**Style and Tone:** The writing is correct and concise. The tone is appropriate to the rhetorical situation and genre conventions for online writing; for blog posts, this means that the tone is conversational but still professional.

**Design and Accessibility:** The blog is well-designed and attractive. Each blog post includes at least one relevant image that is appropriately captioned and cited. The professional biography includes a business-appropriate photo.