CAT 125 Smart Classroom Exercise

1. MORE PUBLIC FIGURES WHO ARE RECENT COLLEGE GRADUATES

http://virgil.gr/

Virgil Griffith achieved fame for creating WikiScanner ------
http://wikiscanner.virgil.gr/ ------ a program that identifies the owners of IP
addresses belonging to anonymous Wikipedia edits that revealed how
corporations and politicians were changing their own Wikipedia pages for public
relations purposes. He is now appearing on the reality TV show *King of the
Nerds*

a. We've talked about political video blogger James Kotecki and how he describes
himself on his home page. How does hacker and Cal Tech graduate student Virgil
Griffith, who is approximately the same age, describe himself?

b. How is Griffith's rhetorical approach different from Kotecki's?

c. How does he incorporate social media and video differently?

2. HOW DOES THE "ABOUT ME" SECTION FUNCTION IF THE MAIN WEBSITE IS
NOT DEVOTED TO SELF---PROMOTION OF THE AUTHOR

I.   http://uncultured.com/

Shawn Ahmed dropped out of grad school after hearing a speech about ending
poverty, and he began "The Uncultured Project," which he describes as "not an
organization, charity, or anything formal" that is devoted to showing "the
complexity of global poverty" in ways that encourage the poor to represent
themselves rather be represented by others.
a. How does Ahmed use ethos, logos, and pathos?
b. Who is Ahmed's audience?
c. What do we know about his areas of expertise?

http://uncultured.com/about/

d. How does Ahmed organize his "about" page?
e. What biographical details are important?
f. What achievements are highlighted?
g. How does he relate his personal history to his subject matter?
h. Why does he not appear solo in the one photo in which he appears?
i. Why does he include his mother's photo?

II. http://blogs.discovermagazine.com/notrocketscience/
http://phenomena.nationalgeographic.com/blog/not-exactly-rocket-science/

Science writer Ed Young is the author of Not Exactly Rocket Science

a. How has Young's "about" page changed from Discover to National Geographic?
b. What is the ethos, logos, and pathos of his photograph?
c. Does including "My Wife Who Made It All Possible" help or hurt his ethos?
d. What various purposes do the materials from the margins of his blog serve?

II.   http://emsbasics.com/

Recent college graduate and EMT Brandon Oto runs this site, which he describes as "an educational blog intended for prehospital emergency medical professionals."
a. Which articles in EMS Basics seem aimed at a specific professional audience?
b. Which articles in EMS seem aimed at a more general audience?
c. What do you notice about his writing style?

http://emsbasics.com/about/

a. How does the author of the blog establish his authority?
b. Is his credibility undercut or enhanced by his disclaimer? (Why would I say it is enhanced?)

http://degreesofclarity.com/

a. How is Oto's "personal website" different from his professional website?
b. Evaluate these statements: "If you're familiar with most personal sites, this will be nothing new; it provides a clearinghouse for the various creations I've been author to over the years, as well as whatever else I might want to make public and available."

3. CAREER E-PORTFOLIOS

I.   http://michaelnaper.com/

Computer Science and Mathematics major Michael D. Naper created this portfolio that includes sample programs highlighting his computer programming abilities.

a. How could Naper's professional statement page at http://michaelnaper.com/statement.html be more specific and present a more coherent and structured narrative?
b. How could he show the value of his computer programs to others?
c. Why do you think he discontinued his blog at http://blog.michaelnaper.com/