

Unit 3. Final Project  
E304 Professor Little  
Popularization Genres

Here is the scenario. Year's almost up, and you need to get ready to look for a job or internship, or apply for a graduate program. You want to work in an area that interests you, so you decide to create a "web presence" that demonstrates your deep experience and knowledge in this area. You will do this by writing several short "popular" pieces that translate in-depth academic research for public or general interest.

In unit 3, you will build this mini online portfolio, piece-by-piece. Your final project will:

- (1) demonstrates your curiosity and deep knowledge around a research area; and
- (2) showcase your unique writing talents and ability to mimic the moves of "popularization genres."

Instead of a single paper, you will produce several short posts to a blog you create in Wordpress. This blog will challenge you to mimic the conventions of what are called "popularizations"—genres in which writers translate technical, dry, esoteric research for popular audiences, making them actually engaging and fun to read.

While you will be allowed to choose how you execute these genres, there will be some requirements, which we will discuss in more detail. You will produce **FOUR** posts to your blog, to total a minimum of 1500 words, plus a formal cover letter in business memo format that links to your blog (see Parts A-D below).

To complete this assignment, you will need a minimum of **two** popular or trade and **three** academic articles on the same topic. (You might already have some of this from Units 1 and 2.)

**Part A. (As PDF) Project Memo/Cover Letter (not included in word count)**

You will write a draft of this early in Unit 3, post it, but also, revise it before turning in with the final project. In it, you will write a brief memo to your point-of-contact (POC) in a hiring organization to showcase your blog as a portfolio item. In Part A, you practice formal job cover letter skills, and identify your audience, topic area, and purpose to this POC (also, to me).

You will upload a PDF of this cover letter, in formal memo format, with a working link to your Wordpress blog post, as the Final Unit 3 Assignment in Blackboard at the end of the unit.

**PART B. (In Wordpress) "Survey" Popularization Blog Post on THREE Research Articles) (500 word min.)**

**PART C. (In Wordpress) "Showcase" Popularization Blog Post on ONE Research Article. (500 word min.)**

**PART D. (In Wordpress) Two "Curated" Blog Posts (250 word min.)**

Find two news, trade, or industry articles related to your topic, post the links to your blog, add a little smart commentary that showcases your expertise, voice, and familiarity with trends in the field.