

A TLC Workshop Untangling the Web: Blogging for Academic Success

Description: It was not too long ago that communicating with a large and varied audience equated to traditional publishing—in a newspaper or journal, or in the form of a monograph or book. All of this started to change, however, with Tim Berners-Lee’s invention of the World Wide Web in 1989 and with the release of an open-source application called [WordPress](#) in 2003.



Whereas the Web made it possible to publish just about anything for just about anybody, WordPress made

Web publishing a whole lot easier. WordPress users didn’t need to know how to write HTML or JavaScript; they didn’t have to write the cascading stylesheets (CSS) for basic formatting or the code for Real Simple Syndication (RSS).

Today, information flows freely through electronic circuits, and anyone with an Internet connection can reach an audience of millions, if not billions. While vestiges of a very old publishing model still exist, they continue to recede as new models—online open-access journals and self-published digital books—become more and more commonplace. As these new models evolve, it is important for academics not only to understand them but to leverage them handily in their own research and publishing.

Outcomes: Participants will learn the craft of academic blogging; they will develop posts and pages, harness social networks, utilize rich media, and learn other strategies and techniques for integrating WordPress into the life of the mind. Upon completion of the workshop, participants will have produced and published an academic blog on the CSC Academic Web that is designed to accomplish goals related to instruction, research, criticism, and/or creative pursuits.

Facilitator: Samuel Ballard, IT Specialist, Teaching & Learning Center

Assistant: Susan Hines, Associate Vice President of Teaching & Learning Technologies

MAP Priorities: Participation in this workshop may assist the institution in fulfilling several priorities related to the Master Academic Plan (MAP); these include MAP 3.3, 3.4, 3.5, 5.1, 6.1, and 6.4. For more information about MAP Priorities and Sub-Priorities, visit the MAP Support page on the Library Learning Commons website: <http://csc.edu/library/mapsupport/>.

Meeting Time(s): This multi-session workshop will be held in April, and will be designed around participants’ schedules.

Meeting Place(s): TLC Faculty Multiuse Room (ADM 030)

Participant Limit: 6

Registration: To register, complete the form at: <http://csc.edu/tlc/workshops/>.