

The Informed Blog Communication (BUSI 2304)

Credible experts, organizations, and companies increasingly employ informed blogs to present information, share opinions, and provide a way to speak about their products and services. For this assignment, you will be developing both your critical thinking and written communication skills. The assignment's topic is THE CONTINGENT WORKFORCE and your specific question will be "WILL ALTERNATIVE EMPLOYMENT LIKELY REPRESENT A POSITIVE OR NEGATIVE DEVELOPMENT DURING MY FUTURE CAREER?"

Your instructor will provide you with the location of two articles: one in favor of the contingent workforce and the other opposing it (as well as an additional article providing significant background on contingent work, but note that you are not permitted to cite this additional article in your blog essay). Read both articles, consider what they say, and then conduct some research to find three more articles from reputable sources that support your own viewpoint on the issue. After you have read the articles provided and have found the additional related articles supporting your viewpoint, take some time to reflect upon the issues and points addressed in them.

Ultimately, you will produce a final draft of your blog essay by the end of an upcoming draft workshop in the lab. Produced as a Word document, you will both print it out and load it to a dropbox designated for the blog.

However, you are welcome to start prepping and/or even drafting the essay before the workshop. In addition, you are explicitly permitted to use the ChatGPT AI tool to draft or revise your essay before the workshop and/or during it. Please understand that your instructor makes no recommendation as to whether or not to use this tool (which is prohibited by the university's code of conduct barring an instructor's exemption). Whether or not you use the tool is up to you. But be aware that this is the only assignment in this course section where you are permitted to do so.

When creating and delivering your blog:

1. Put your name at top left corner of the page, then place the title THE CONTINGENT WORKFORCE Blog directly below. You should also include basic information about the course, instructor, section, date, etc.
2. Skip a space, and then compose a blog entry that is at least 400 words in length and consists of at least three paragraphs using double spacing. Use 12-point Calibri or Cambria as a font. In this blog essay, develop appropriate paragraphs to introduce the issue, to summarize views favoring the issue, and to summarize views opposing the issue (suggestion: use the first two articles provided by the instructor when accomplishing these tasks). In these paragraphs, you must either paraphrase any source material in your own words and/or place direct quotations within quotation marks. For all sources referenced within your essay, you must use in-text APA style citations to render appropriate credit to the sources you are drawing upon. (Since plagiarism is an academic dishonesty offense, one that would likely result in a zero grade for the assignment, DO NOT simply cut and paste text from the articles/sources into your essay.)

Finally, you should evaluate the assumptions behind the arguments made within your source materials—in other words, don't just blindly agree with them—and then offer your own opinion in a concluding section, one that specifically answers the question posed by the assignment about your expected future career...and provides reasons why that opinion makes sense (again, citing your sources in support of this final "informed" opinion).

3. Below the blog entry, create an APA-formatted Reference list that lists your sources in proper alphabetical order. Like the paper, please note that the References list should be double spaced, yet it differs in that its entries should feature “hanging” indentation.

4. As you paraphrase/summarize your source articles in the early part of your blog, you should identify the main points being made on both sides of the issue.

5. When the assignment is due, upload your completed document to Brightspace (i.e., D2L) as a Word document AND print out a copy for your instructor. Attach that print copy to a rubric provided in class (note that this rubric is already available for you to consult on D2L if you wish).

6. *Compositional tips:* For this written assignment, you will need to consider the audience you are addressing; to understand the context and purpose of this assignment; to develop an informed review of the topic under review and to provide an informed personal opinion in conjunction with sources supporting your message; to organize your message thoughtfully; to incorporate clear sentence syntax; and to employ compositional mechanics and best practices (like multiple revisions) to eliminate punctuation, grammar or spelling mistakes.

Note that we will review some of the completed blog essays in a subsequent class session.