



Critical Analysis and Student Engagement: Social Media Strategies

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Social Media Artifact

- ❑ Make argument in creative way
- ❑ Perform multimodal analysis
- ❑ Boost digital literacy
- ❑ Rethink audience
- ❑ Generate Dialogue

Social Media Artifact

- ❑ Repeat assignment
- ❑ Give choices
- ❑ Provide examples
- ❑ Set deadlines
- ❑ Implement creative evaluation

Other Strategies

- ❑ Facebook Group
- ❑ Twitter Hashtag
- ❑ Group Blog
- ❑ Student Blogs
- ❑ Group Wiki
- ❑ In-class social media [activities](#)



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Reading Highlights (Twitter/Storify)



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[ENGL 441 Rubric](#)
[ENGL 680 Rubric](#)

[Lisa Banks: Character Tweeting](#)

[Getting Started on Twitter](#)



Twitter Assignment Marks and Comments: ENGL 680

Lisa

M: 85 Appropriate twitter handle; consistent use of class hashtag; excellent images though no explicit mention of reproduction permissions for the first (e.g. Getty), and careful attention to bibliography for web and written resources; careful integration of quoted material; evidence of some engagement with other characters (with Beatrice this works quite well, though it becomes very forced with the late entry of Ephraim into the mix). A more extended period in the twittersphere would have enriched opportunities for dialogue. As well, attention to location in which tweets were composed would have enhanced the characterization.



C: 90 Extraordinary ventriloquism, including attention to vernacular and customs. You handled this adroitly; brava. Humour enters the tweets as you decide how to handle the coming of your eventual demise. Unfortunately, in this part of the world, we do know quite a bit about hypothermia, but it was good to include the explicit mention to preface your tweets from Henry's perspective as he slips into unconsciousness. Generally, a credible depiction of the character trajectory of this idiosyncratic character in Richler's oeuvre.



Ben Demers (BA): Character Tweeting
Danna Petersen-Deeprise (MA) : Character
Tweeting
Alice Scott (BA): Infographic
Victoria Linel (BA): Visual Analysis

Hook and Eye: “Tweeting the Classroom”



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