

## PR HISTORY PROJECT

For this assignment we will create an interactive timeline of the history of the PR profession using a web application called Dipity. Each student will pick a particular time period and research the evolution of the PR profession during that time frame. As part of that research, you need to develop a good sense of how the PR profession was changing during that time, who the key players were, and what social, economic, or technological forces drove those changes. You also need to collect links to multimedia files (pictures, audio, video, news stories, etc.) that we could incorporate or embed into our interactive timeline.

Once you have finished your research, create a word document that contains a narrative of your findings and lists all the URLs of the multimedia resources you identified. Upload that document to the digital dropbox on Blackboard.

Next, log into Dipity and locate your time period on the timeline. Start filling that timeline with the events and stories you discovered during your research and the narrative you created. Be sure to link to, or embed multimedia files that could illustrate these events and stories.

We will spend some time in class learning how to use Dipity and add content. If you are absent that day, or if you need further instruction, you will need to make arrangements with me to learn how to post your content to it. If you encounter technical difficulties creating your part of the timeline, you need to let me know before the due date. There will be no extensions given for content added late.

At the end of the project, we will spend a class period reviewing the finished product. During that class, each student will present his or her part of the timeline to the class.

The rationale behind this project is two-fold:

First, it is designed to help you accomplish one of the learning outcomes specified in the communication portfolio. To meet the portfolio requirements necessary for graduation, you are required to demonstrate that you possess an understanding of the history of our field. This assignment will give you an opportunity to show off your understanding of the history of the PR profession – a significant part of the overall history of our field.

Second, this project is meant to help you develop new media literacy skills by allowing you to express yourself in a way that goes beyond traditional capabilities like developing an argument over the course of an academic paper. Such new media literacy skills are especially valued in today's PR industry.

Since we are dealing with historical data, you will be evaluated not only on the thoroughness of your research, but also on the accuracy of your timeline. Detailed grading criteria for this project will be posted to Blackboard.