

## Short Format Explainer Midterm

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**Source:** <http://www.its-her-factory.com/2021/10/social-media-explainer-assignment-with-student-examples/>

**OVERVIEW:** For your midterm, you need to EXPLAIN one key concept or argument from one of the course texts we have read in class so far this term. This explanation will take the form of a short-format composition, such as a TikTok, a Twitter thread, an Instagram image with a ~250-500 word caption, or an infographic.

**AIMS:** The purpose of this assignment is twofold: (1) To show your mastery of one key idea we've learned about so far in class, and (2) to show that you can explain that philosophical idea clearly and concisely to a general audience with no background in philosophy. The best assignments will use the affordances of their chosen medium to maximize the explanatory power of your assignment.

### REQUIREMENTS:

#### Content

**FOCUS** on ONE concept, argument, or idea from one of the texts we have read so far in class.

**DEFINE** the concept, being sure to include at least one quote from the text that clearly and succinctly defines the concept in the author's original terms. You should also explain this definition in your own terms. You will need to have a one sentence 'elevator pitch' version of the definition that you include somewhere prominently in your final product.

**SITUATE** the concept/idea: Is there any background info that would help us understand what this idea is and why it matters? Why was it an important idea in the author's time? Are there some other philosophical vocab terms or references to other thinkers that would help us understand the concept?

SELL the concept/idea: Convince your audience why this idea matters to them in their lives. (This means you have to think for a minute who your audience is, especially given your chosen medium).

Form/Format

SHOWS AWARENESS of genre conventions for chosen medium.

LEVERAGES those genre conventions to make explanation clearer, more powerful, more effective.

EXECUTES adequate quality of production for given medium (e.g., video editing on TikTok, copyediting on Twitter, etc.)

GRADING: You will be evaluated on each of the criteria listed above in the “requirements” section. Each requirement will be graded on the following scale:

- A Meets requirement in polished and sophisticated way
- B Adequately meets requirement, rough edges possible but don't impact substance
- C Attempts to meet requirement but there's some problem impacting substance
- D Attempts something in general universe of requirement but fatally misses mark
- F No discernable attempt to execute requirement

HINTS:

It's probably best if you work in a medium you are already somewhat familiar with. If you aren't familiar with any, the Twitter thread is probably the easiest to learn from scratch. However, don't be afraid to stretch your wings a bit if you feel up to the challenge right now.

Draw up an outline/storyboard and a script FIRST. You should definitely practice and do one or more test runs. THIS IS NOT AN ASSIGNMENT YOU CAN LEAVE TO THE LAST MINUTE!!!