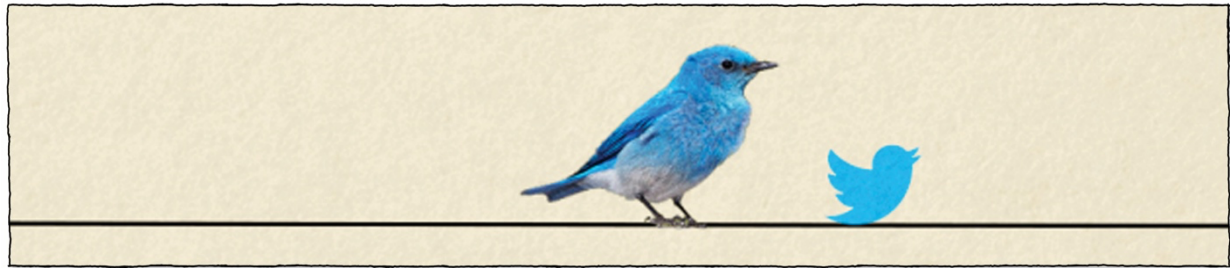


Digital Autoethnography Project

Assignment 4: Share Your Lead

ANTH 138a: Digital Cultures



Submit

No written submission, just the oral presentation on **Thursday, December 1** or **Tuesday, December 6**.

Purpose

The purpose of this assignment is to share your autoethnographic research with the class in an evocative and concise manner that gets at the heart of what your final project is about. It's also an opportunity to get written feedback from your classmates as you prepare to create your final autoethnography project. This is step four towards creating your own digital autoethnography.

Task

For this short talk, I would like you to share with us a small piece of your autoethnographic research focused on a digital phenomenon. You will have a total of *three* minutes to share the opener or “lead” of your project. Author John McPhee describes the lead as, “a flashlight that shines down into the story. A lead is a promise. It promises that the piece of writing [or other mode of representation] is going to be like this.”

Instructions

I. DESIGN YOUR LEAD:

Think about how you'd like to get the class interested in and understand your project in a very short amount of time. Your lead might include a story, quote, image, film clip, question, metaphor, or problem. No matter what, you'll want to make sure you get across to your audience the *what, where, when, how, and why* of your project. Think about this presentation as the opener of our final autoethnography project. How will you get our attention in the introduction? What is the single idea that is most important to convey – the idea that serves as the that flashlight that shines down through the story?

2. REHEARSE:

You may or may not choose to read your presentation, but definitely practice – in front of a mirror, family, friends, or a pet (and multiple times). You might be surprised just how quickly three minutes flies by!

Grading Rubric and Feedback

This assignment will be evaluated as credit/no credit. But, a successful presentation will be inspiring, highly focused, and creatively presented. We will do our best to give you written feedback on LATTE within a week.