

WORKSHOPPING OUR CONTENT CREATION

1. Set up a blog
 2. Dump writing sample into TextEdit to shed unnecessary coding, and to appreciate what AI “sees” when you give it a bunch of words
 3. Copy what is in TextEdit and paste into blog, but into the “HTML View” or “Code View” or their equivalent (not WYSIWIG, in other words)
 4. Ask Claude or NotebookLM to critique your writing using the prompts in the textbook for the Writer’s Workshop (see below). These are Socratic prompts. Do NOT let AI write for you. Do NOT yield your copyright, ownership, and authorship. Put the RESPONSIBLE into “Responsible AI.”
 5. Revise your writing based on the feedback you receive from genAI.
 6. As a twinned exercise, start formatting your writing. At the minimum, you should create and include the following, all using the best practices outlined in the textbook chapters:
 - a. Headline
 - b. Deckhead
 - c. Subheads
 - d. Hyperlinks
 7. Where it makes sense, create and include also the following, following the instructions and best practices outlined in the textbook:
 - a. Lists (ordered or unordered)
 - b. Infographic
 - c. Map
 - d. Illustration (that isn’t merely a sticker)
 - e. Photography
 - f. Videography
- For the b-f above, make sure you either have copyright permission or created it yourself.
8. When you think you are finished, ask genAI to reverse-outline your writing sample/article.
 9. Revise your headline-deck combo when you think you are finished with your article.
 10. Generate a “word cloud” for your essay that we have been revising. Add the graphic to your your blog post.
 11. Collaborate with AI for a series of social media posts promoting readership and directing traffic to your story, and keep your primary audience firmly in mind.

Be sure to save often. Web pages and cloud-based software have a nasty habit of crashing. Don't lose your work.

I want to see what you've got by the end of class today.

Socratic queries for genAI

- How can the writer's first sentence and first paragraph be more effective?
- How could the writer's organization be improved for clarity and organization?
- Is the essay or article consistent with accepted grammar and mechanics? What could be improved in these areas?
- Are there issues with respect to word choice, precision, accuracy, and clarity?
- Does the writer show rather than merely tell? How much rich description do you see? Where could this be improved?
- Does the writer avoid cliché, empty words and phrasing, and jargon?
- List and describe the three major strengths of this essay. Provide examples of these strengths.
- List and describe three ways this essay could be strengthened or improved. Provide examples of what you are recommending.