

The Wayback Machine Presentation

In order to work towards building your public speaking skills, I want you to do a 1-2 minute presentation for this unit. For this assignment I want you to choose a website that you find valuable, useful, or interesting. (This might be a great place to explore your Hidden Intellectualism!) With that choice, visit the Wayback Machine @ www.waybackmachine.org. Spend time seeing how the website has changed over time. Once you have a sense, I want you to put together a presentation that accomplishes the following:

1. Visit <http://www.waybackmachine.org> to find an example of a website.
2. Once you have an example, find 2-4 "snapshots" of it over the years to represent how the website has changed.
3. After you have your 2-4 snapshots, note how your example changes over the years:
 - o In what ways does the website mimic conventional print media in the early years?
 - o Does this mimicking of conventional print media seem to change over the years?
 - o In what ways does the website change to become more interactive? Or doesn't it?
 - o Why do you think this change to interactivity happens (or doesn't!)? Is it because of the technology or because of the human communication?
4. Some other questions to address:
 - o Describe the website and what it does. (Purpose)
 - o Describe the significant changes (Format)
 - o Did the changes help the website better accomplish its purpose and convey its content? (Rhetoric/Argument)
 - o What year did the website go online?
 - o What layout did they use?
 - i. Fonts, pictures, colors, etc.
 - o Does purpose and format match?
 - i. Does it differ?
 - o Does the way it evolved help it's purpose? How so?
 - i. Does it hurt? How so?
5. Upload your screenshots to the Presentation forum. You can use them during your presentation.

Remember to keep it between 1-3 minutes; this means you will have to carefully plan how you use your time effectively during the presentation. **You do not have to address every question.** Your ultimate objective is to create an argument about how well the **format** of the website (and those changes over time) effects the **purpose** or objective of the website. Use the questions to come to your own interpretation. You will be evaluated using the Presentation Rubric found on coursesite.

Adapted from: Marcy Leasum Orwig's ["That Looks Weird"](#):
[Analyzing the Rhetoric and Technology of Websites Over Time with Critical Genre Awareness](#)
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