ENGL 3213: Digital and New Media Rhetoric
Schedule of Readings and Assignments
Spring 2011

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Meeting times: Wednesday, 5:30 p.m. to 8:20 p.m.
Postings: due to course website the Tuesday prior to class meeting by midnight CST
Other assignments: due at beginning of class period

Rhetoric

Week One: 1/19
Introduction to the course

Week Two: 1/26
Posting 1a, Rhetoric
Bitzer, L. (1968). "The Rhetorical Situation"
Rhetoric (see course web site for posted lecture notes and readings)
Writing process(es) (see course web site for posted lecture notes and readings)
Tutorial presentation assignment description

New Media and Composition

Week Three: 2/2
Posting 1b, Rhetoric
Tutorial topics due
Manovich, L. (2001). The Language of New Media
"Introduction"
Chpt. 1 "What is New Media?"
Chpt. 2 "Interfaces" (The language of cultural interfaces)

Week Four: 2/9
Posting 2, New Media
Hicks, T. (2009). The Digital Writing Workshop
  Chpt. 2 "Fostering Choice and Inquiry Through RSS, Social Bookmarking, and Blogging"
  Chpt. 3 "Conferring Through Blogs, Wikis, and Collaborative Word Processors"
  Chpt. 4 "Examining Author’s Craft through Multimedia and Composition"
  Chpt. 5 "Designing and Publishing Digital Writing"
Presentation workshop (lab)

Week Five: 2/16
New Media Tutorials begin
Manovich, L. (2001). The Language of New Media, Chpt. 5 “The Database”
Multiliteracies

**Week Six: 2/23**
   Chpt. 1 “Reimaging Computer Literacy”
   Chpt. 2 “Functional Literacy”
   Chpt. 3 “Critical Literacy”
New Media Tutorial

**Week Seven: 3/2**
Posting 3, *Multiliteracies, choice*
   Chpt. 4 “Rhetorical Literacy”
   Chpt. 5 “Systemic Requirements for Change”
Lanham, R. (2006). *The Economics of Attention*
   Preface, and Chpt. 1 “Stuff and Fluff”
New Media Tutorial

Digital and Literary Culture(s)

**Week Eight: 3/9**
Conference week
Lanham, R. (2006). *The Economics of Attention*
   Chpt. 2 “Economists of Attention”
   Chpt. 3 “What’s Next for Text?”
   Chpt. 4 “An Alphabet that Thinks”
   Chpt. 5 “Style/Substance Matrix”

**Week Nine: 3/16 (Spring Break)**

March 21, 2011: Last day for “W,” 4:00 p.m.

**Week Ten: 3/23**
Posting 4, *Economics*
Lanham, R. (2006). *The Economics of Attention*
   Chpt. 6 “Barbie and the Teacher of Righteousness”
   Chpt. 7 “The Audit of Virtuality”
   Chpt. 8 “Revisionist Thinking”
New Media Tutorial

**Week Eleven: 3/30**
Literature Review due
   Chpt. 2 “Tendential Forces: A Brief Primer on Articulation Theory and Symbolic-Analytic Work”
   Chpt. 5 “Articulating in the Datacloud” (Tendential Forces in Education and Work)
   Chpt. 6 section, Interface as deconstructive architecture: Articulating heterogeneous spaces
New Media Tutorial
Week Twelve: 4/6
  Chpt. 1 “Tools of Understanding”
  Chpt. 2 “Bricolage and the Construction of Cultural Software”
  Chpt. 3 “Memetic Evolution”
Manovich, L. (Nov. 20, 2008). *Software Takes Command.“Introduction”*
New Media Tutorial

Visual Rhetoric

Week Thirteen: 4/13
Posting 5, Visual Rhetoric, choice
Essay Draft due
New Media Tutorial

Copyright and Intellectual Property

Week Fourteen: 4/20
Posting 6, Copyright and Intellectual Property
  Introduction
  Chpt 4 “RW Revived”
  Chpt 6 “Two Economies: Commercial and Sharing”
  Chpt. 9 “Reforming Law”
  Chpt. 10 “Reforming Us”

Week Fifteen: 4/27
Final Presentations

Week Sixteen: 5/4
Final Presentations

Final: Submit final essay Sunday, 5/8, by midnight CST