ENGL 3213: Digital and New Media Rhetoric
Wed. 5:30 p.m. to 8:20 p.m. PY 205

Syllabus and Assignment Schedule, Spring 2012

Dr. Sally Henschel
Office: Bea Wood 228
940.397.4731
sally.henschel@mwsu.edu

Office hours
Office Hours
Mondays: 9:00 a.m. to noon; 1:00 p.m. to 4:00 p.m. (CT)
Thursdays: 9:00 a.m. to noon
Other times by appointment

Prerequisites
English 1123

Course Description
For students of all disciplines who want to explore and better understand the theoretical and practical complexities of digital and new media rhetoric. This course examines and applies interactive and iterative approaches to writing and considers the cultural and ethical issues of composing in a digital age. Students will critically analyze digital and new media rhetorics and incorporate visual rhetoric (data visualization and infographics) in course assignments.

Departmental Learning Goals Addressed in Course
Critical Inquiry (Objective 1.1): Student engages in an increasingly sophisticated discourse and demonstrates aesthetic and critical discernment through close textual analysis. (Objective 1.2): Student evaluates secondary sources and applies skills in information gathering and management, and document design, using traditional sources and emerging technologies.

Knowledge of Language and Literature (Objective 2.1): Student understands the usage and structure of the English language. (Objective 2.4): Student is introduced to academic and professional publications in the field of technical and professional writing.

Writing as Process (Objective 3.1): Student reflects on his or her arguments over multiple stages of development. (Objective 3.2): Using traditional resources and emerging technologies, the student references and formats primary and secondary sources using one style manual consistently.

Engagement (Objective 4.1): Student is aware of a cultural context for his or her own values and those of his or her sources.

Course Objectives
An objective of a liberal arts curriculum is to empower the individual with the fundamental language and analytical skills necessary for a lifetime of learning and growth. Through study of digital and new media
rhetorics, students will engage in critical analysis of digital and new media artifacts and demonstrate skill in interpreting, using, developing, and disseminating information appropriately in a variety of media.

Course Learning Outcomes and Measurements

Upon completion of this course, a student will be able to:

- Compare various definitions of digital and new media and rhetoric and discuss their implications for practice. Measurement: observation and analysis of informal face-to-face and online asynchronous discussion.
- Incorporate visual rhetoric into the composing process. Measurement: completion of class presentations.
- Synthesize readings into an expression of the student's approach to new media projects. Measurement: Completion of reading responses and course research project.

English Majors seeking a Bachelor of Arts with Secondary Certification in English Language Arts and Reading (Grades 8-12)

In keeping with the accreditation requirements, the Department of English must assess the progress of all students pursuing a BA in English with a certification in Secondary Education in order to verify that our courses are enabling them to meet the prescribed NCTE/NCATE standards in English Language Arts competencies.

3.0 Knowledge of English Language Arts. Candidates are knowledgeable about language; literature; oral, visual, and written literacy; print and nonprint media; technology; and research theory and findings.

3.1 Candidates demonstrate knowledge of, and skills in the use of, the English language.

3.2 Candidates demonstrate knowledge of the practices of oral, visual, and written literacy.

3.2.5 Candidates demonstrate their knowledge of language structure and conventions by creating and critiquing their own print and non-print texts and by assisting their students in such activities.

3.4 Candidates demonstrate knowledge of different composing processes.

3.6 Candidates demonstrate knowledge of the range of influences of print and nonprint media and technology in contemporary culture.

Course Materials


Other assigned readings will be posted to course website.

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<thead>
<tr>
<th>Course Assignments</th>
<th>Assignment</th>
<th>Description</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Reading responses</td>
<td>Five responses to</td>
<td>Five responses to assigned readings posted to course website. Students must</td>
<td>25</td>
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<tr>
<td></td>
<td>assigned readings</td>
<td>respond to two other students’ posts to receive credit for their own.</td>
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<tr>
<td>Interactive tutorial</td>
<td>Prepare and lead a</td>
<td>Prepare and lead a short, interactive tutorial on a new media tool or concept</td>
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<tr>
<td>Research project</td>
<td>Research proposal</td>
<td>Research proposal (conference)</td>
<td>5</td>
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<td></td>
<td>(conference)</td>
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<td></td>
<td>Literature review</td>
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<td></td>
<td>Draft (for initial</td>
<td>Draft (for initial assessment, feedback)</td>
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<td>assessment, feedback)</td>
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<td></td>
<td>Final draft</td>
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<td></td>
<td>Presentation</td>
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Course Total 100

Grading System

<table>
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<tr>
<th>Grade Range</th>
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<tbody>
<tr>
<td>100 - 90%</td>
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<td>89 - 80%</td>
<td>B</td>
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<tr>
<td>79 - 70%</td>
<td>C</td>
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<tr>
<td>69 - 60%</td>
<td>D</td>
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<tr>
<td>&lt; 60%</td>
<td>F</td>
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All assignments will be due on dates assigned. No late work will be accepted unless specific arrangements have been made prior to the due date. Students falling two assignments behind are subject to administrative withdrawal from the course by the instructor.

Absentee Policy

Students with two unexcused absences are subject to an administrative withdrawal from the course. Three tardies are counted as one absence.

Academic Dishonesty

All students are expected to adhere to the Midwestern State University Student Honor Creed when completing any work for this course. A student’s name on any assignment scheduled to be turned in is his/her pledge that all work contained therein is his/her own. When using the ideas of other unpublished and published sources, students must use accepted documentation conventions (i.e., MLA). See the MSU Student Handbook (available on the MSU Web site and attached to the course Web site) to read the Student Honor Creed (p. 4) and the university’s policy on academic dishonesty (p. 71).

Professionalism

Members of this class are expected to treat one another with courtesy, professionalism, and respect. Repeated unprofessional, rude, or inappropriate behavior can result in 50-100 points being deducted from
Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law, all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disabilities.

This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity."

To obtain disability support services, students must

- be accepted for admission to Midwestern State University,
- complete a request for services form available through the Office of Disability Services, and
- provide current documentation from a qualified professional (such as a licensed physician, psychologist, audiologist, etc.) diagnosing the disability, as defined by the Americans with Disabilities Act.

For information on Disability Services at Midwestern State University go to the following site: http://students.mwsu.edu/disability/

If the instructor does not have proper notification, she will expect the same performance from each student enrolled in the course.

### Weekly Schedule of Assignments

#### Rhetoric

**Week One: 1/18**
Introduction to the course
Wikipedia Blackout to Protest Bills on Web Piracy

**Week Two: 1/25**
*Posting 1a, Rhetorical Situation, due Sunday, 1/22 by midnight
Rhetoric and the writing process (see course web site for posted lecture notes and readings)

*Discussion: Tutorial presentation assignment

### Multiliteracies and New Media Theories

**Week Three: 2/1**
*Posting 1b, Canons of Rhetoric, due Sunday, 1/29 by midnight
  Introduction (pp. 30-42)
Chpt. 1 “What is New Media?” (pp. 43-74)

Chpt. 2 “New Media Theory”

Discussion: Tutorial topics assigned

Week Four: 2/8
*Posting 2, New Media, due Sunday, 2/5 by midnight

Chpt. 1 “From Print to Electronic”
Chpt. 3 “Convergence”
Chpt. 5 “New Media and Digital Literacy”

Discussion: Tutorial presentation review

Digital and Literary Culture(s)

Week Five: 2/15
New Media Tutorials begin:
  Preface
  Chpt. 1 “Stuff and Fluff”
  Chpt. 2 “Economists of Attention”

Week Six: 2/22
New Media Tutorials:
  Chpt. 3 “What’s Next for Text?”
  Chpt. 4 “An Alphabet that Thinks”

Week Seven: 2/29
New Media Tutorials:
  Chpt. 5 “Style/Substance Matrix”
  Chpt. 6 “Barbie and the Teacher of Righteousness”

Week Eight: 3/7
*Posting 3, Economics, due Sunday, 3/4 by midnight
New Media Tutorials:
  Chpt. 7 “The Audit of Virtuality”
  Chpt. 8 “Revisionist Thinking”

Conference week: make appointments

Week Nine: Spring break 3/-12 - 3/16

Copyright and Intellectual Property

Week Ten: 3/21
March 19, 2012: Last day for “W,” 4:00 p.m.
New Media Tutorials:
  Chpt. 9 “Ownership and Copyright of Digital Content”
• See course web site for additional readings.

**Week Eleven: 3/28**

  - Introduction
  - Chpt. 4 “RW Revived”
  - Chpt. 6 “Two Economies: Commercial and Sharing”

**Week Twelve: 4/4**

*Posting 4, Copyright and Intellectual Property, due Sunday, 4/1 by midnight.

  - Chpt. 9 “Reforming Law”
  - Chpt. 10 “Reforming Us”

**Visual Rhetoric**

**Week Thirteen: 4/11**

*Literature Review due Sunday, 4/8 by midnight

  - Chpt. 10 “Visual Structure and Information Design”
  - Chpt. 11 “Interactive Content”

- Kelly, K. “Becoming Screen Literate”

- See course web site for additional readings

**Comics and Graphic Novels**

**Week Fourteen: 4/18**

*Posting 5, Visual Rhetoric, due Sunday, 4/15 by midnight.


**Week Fifteen: 4/25**

*Essay Draft due Sunday 4/22 by midnight

Final Presentations:

**Week Sixteen: 5/2 (last class)**

Final Presentations:

**Week Seventeen 5/9**

*Submit final essay Sunday, 5/6, by midnight CST

Final exam period: Wed. 5/9 5:45 pm