ENGL 3213-101: Digital New Media Rhetoric

Spring 2025

Syllabus & Schedule

Contact Information

Instructor: Dr. Sally Henschel

Office: BW 214 (or BW 211)

Office hours: We can visit in person, by phone or Zoom.

>Mon.   10:00 a.m. to 1:00 p.m.
>Thurs.   1:00 p.m. to 2:00 p.m.
>Fri.   12:00 p.m. to 1:00 p.m.
>Other times by appointment

E-mail: sally.henschel@msutexas.edu

Important Dates

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- Academic Calendar
- For long semester courses, last day to drop with a grade of "W": **Wed, April 30, 2025,** before 4:00 p.m. Withdrawals after this date will receive grades of "F." Note: You can receive an Instructor drop with a grade of "F" or "WF" prior to that date: See course policies for Late Assignments, Academic Dishonesty, and the University policies on Withdrawals.
- Final deadline for May graduates to file for graduation: Feb. 17, 2025
- MSU Final Exam Schedule

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. Students will critically analyze rhetoric in the context of historical and current technologies, consider the cultural and ethical issues of composing in a digital age, and demonstrate their understanding in course assignments. Prerequisites: Communication Core

Course Learning Outcomes and Measurements

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

- Compare various definitions of rhetoric, digital rhetoric, and media and discuss their implications for practice. Measurement: Observation and analysis of informal face-to-face and online asynchronous discussions.
- Critically analyze digital tools and concepts. Measurement: Observation and analysis of discussions. Completion of written assignments. Completion of team and individual class presentations.
- Incorporate visual rhetoric into the composing process. Measurement: Completion of class presentations.
- Synthesize readings into an expression of the student's understanding of rhetoric as it applies to media applications, historical and present. Measurement: Completion of reading responses and course research project.

Course Materials

Brooke, Collin Gifford. *Lingua Fracta*. Hampton, 2009.

Eyman, Douglas. *Digital Rhetoric: Theory, Method, Practice*. University of Michigan Press, 2015. *JSTOR*,
https://doi.org/10.2307/j.ctv65swm2.

"MLA Formatting and Style Guide." *The Purdue OWL,* Purdue U Writing Lab
owl.purdue.edu/owl/research_and_citation/mla_style/mla_formatting_and_style_guide/mla_for
matting_and_style_guide.html. Accessed 18 Jun. 2018.

MLA Handbook. 9th ed., Modern Language Association of America, 2021. *MLA Handbook Plus*, 2021,
mlahandbookplus.org/.

Other assigned readings will be provided in class or posted to course D2L web site.

Course Assignments

Two written responses to assigned readings (5 points each)	10
Team *Lingua Fracta* chapter posting and class presentation	10

Research project:

• Research questions & annotations instructor meeting	10
• Abstract/proposal	5
• Literature review	20
• First draft (for initial assessment, feedback)	10
• Research slide presentation	15
• Final draft	20

Possible Total Points: 100 points

Table 1: Total points for final grade

Grade	Points
A	90 – 100
B	80 – 89
C	70 – 79
D	60 – 69
F	< 60

University and Course Policies and Procedures

Professionalism

Members of this class are expected to treat one another with courtesy, professionalism, and respect.

Instructor Response Policy

I will respond to emails within 24 hours on weekdays, and within 48 hours on weekends and holidays. I typically grade and return assignments within one week following the due date.

Late Assignment Policy

All assignments will be due on dates assigned. No late work will be accepted. Students falling two assignments behind are subject to administrative withdrawal from the course by the instructor.

Cell phone use

Cell phones and earbuds need to be put away during the class session (e.g., in a pocket, purse, or backpack). If you receive a call or text to which you need to respond, please leave the room to do so. If you are using an e-text, please access the e-text on the class computer. **Earbuds are not allowed in class** unless you have obtained permitted use through Disability Services and provided the instructor the necessary documentation.

University Academic Dishonesty Policy & Procedures

Academic Dishonesty is defined as "Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given)." Additional guidelines on procedures in these matters may be found in the Student Handbook, under Academic Dishonesty Procedure or through the Office of Student Rights and Responsibilities.

Class Academic Dishonesty Policy Details and Advice

- **Ask for help:** First, and importantly, as the instructor of this course, I am available to assist you with any questions you have about the use and citation of sources. Just contact me several days before the assignment is due with a link to the source so that I have time to look over the article and adequate time to meet with you to discuss your concerns or need for assistance.
- **Provide Instructor access to sources used in assignments:** All sources cited in an assignment must be available, accessible online for me, the instructor, to review as I grade your assignments. Simply provide a working link (URL) to the complete article at the end of each Reference or Works Cited entry at the end of the document, or upload the article to the dropbox for the submission. A link to an abstract or to an online database which has a paywall won't work: I need to be able to read the entire article, just as you did**.**
- **Accurately cite sources**: When using the ideas of other published and/or unpublished sources, students must use accepted documentation conventions (i.e., MLA or APA). All quoted content must be placed in "quotation marks," and for quoted, paraphrased, and summarized content, the correct source must be cited in the text. Stating, "I meant to put the text in quotation marks but forgot to do so," "I cited the name of the source but forgot the quotation marks," or "I cited the wrong source" are not acceptable explanations for inaccurately citing sources.
- **Don't use AI**: Generally speaking, you are not allowed to use artificial intelligence (AI) engines, software, or artwork generating programs **to produce content submitted for grading in this class unless** the assignment instructions specifically call for the use of AI. I will provide more information about any specific assignment that involves the use of AI when the time is appropriate in the course. You may not, however, construe this limited use as permission to use these technologies in any other facet of this course.
- **Be aware of the penalty**: Please don't allow inaccurate use and citing of sources to negatively impact your grade. Doing so will result in a grade of zero for the assignment. If this happens twice, you will receive a grade of "F" for the course.

University Closure Practices

In the event of university closure because of inclement weather conditions or emergency situations, students will be notified through official campus channels (MSU Alert, MSU Safety app, Postmaster emails, and website headers) and through communication with the local news networks. Students should refer to their course syllabi, course D2L News announcements, and/or their university email for expectations related to assignments due during the closure. For this course, unless a change is posted to the course D2L News, assignments due to be uploaded or posted to D2L during the closure will remain due as scheduled. Students who are unable to complete assignments due during a closure (for example,

due to a power outage) will not be penalized, but will be expected to notify the professor of their situation.

Constitutional Carry and Campus Facts Policies
Information on the University's policy may be found at Campus Carry at MSU Texas.

Grade Appeal Process
Students who wish to appeal a grade should consult Academic Affairs Grade Appeals for instructions.

University Opportunities and Services

Research & Creative Opportunities
Enhancing Undergraduate Research Endeavors and Creative Activities (EURECA) is a program that provides opportunities for undergraduate students to engage in high-quality research and creative activities with faculty. EURECA provides incentives and funding through a system that supports faculty and students in a cooperative research process. For more information, contact the Office of Undergraduate Research, (940) 397-6274 or eureca@msutexas.edu. Information and resources are available on the EURECA website.

Services for Students with Disabilities
In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to Disability Support Services.

Tutoring and Academic Support Programs (TASP)
MSU's TASP provides on-campus and distance education students tutoring options.

Assignment Schedule

*Table 2: **Tentative** Readings and Assignments (If these change, students will be given advance notice.)*

Week	Assignments
Week One Mon. Jan. 21	MLK holiday, no class
Week Two Mon. Jan. 27	Introduction to the course • Syllabus and Schedule • Defining Rhetoric (classical canons and rhetorical situation) • AI and Rhetoric • Course Research Project Read: Eyman chapters 1 and 2 for the discussion post due on Sunday. **Due: Discussion Post One, Sun. Feb. 2, by 11:30 pm**

Week	Assignments
Week Three Mon. Mon. Feb. 3	Have read prior to class: Discuss: - Definitions of rhetoric, canons - Rhetoric of AI - **Team assignments for Team posts beginning next week.** Team formation and chapter assignments, review of collaborative writing and presentation format.
Week Four Mon. Feb. 10	(Team chapter summary to the discussion board the <u>Sunday prior</u> to scheduled presentation, by 11:30 PM) Have read prior to class Brooke, *Lingua Fracta*: - "Preface" - Chpt. 1 "Interface" **Due Individual post 2: Rhetoric of AI, due Sun. Feb. 16 by 11:30 pm**
Week Five Mon. Feb. 17	(Team chapter summary to the discussion board the <u>Sunday prior</u> to scheduled presentation, by 11:30 PM) Have read prior to class Brooke, *Lingua Fracta*: - Chpt. 2 "Ecology" - Chpt. 3 "Proairesis"
Week Six Mon. Feb. 24	(Team postings due the <u>Sunday prior</u> to presentation, by 11:30 PM) Have read prior to class Brooke, *Lingua Fracta*: - Chpt. 4 "Pattern" - Chpt. 5 "Perspective" Discuss: - Research proposal questions annotations assignment, by Sun. Mar. 17. (We will discuss these during our one-on-one meeting the week after spring break. next week.) - Research Report and Literature Review assignment instructions
Week Seven Mon. Mar. 3	(Team postings due the Sunday prior to presentation, by 11:30 PM) Have read prior to class Brooke, *Lingua Fracta*: - Chpt. 6 "Persistence" - Chpt. 7 "Performance" - Chpt. 8 "Discourse Ex Machina, A Coda" Due: Discuss: - Research Questions & Annotations; and Proposal Abstract - Research Report and Literature Review assignment instructions. - **Make an appointment to meet with the professor** the week after Spring Break, which is next week.

Week	Assignments
Week Eight Mon. Mar. 10 Spring break	**Due: Research questions & annotations, uploaded by Sun. Mar. 17, 11:30 pm**

Week Nine
Mon. Mar. 17
	No class this week: One-on-One Meetings with Dr. Henschel.
	Discuss:
	   • Research questions & annotations
	   • Abstract/Proposal, Research Report, and Literature Review instructions
	
	Due: Abstract/Proposal, uploaded by Sunday Mar. 23, 11:30 pm

Week Ten Mon. Mar. 24	Discuss: • Research Report and Literature Review instructions **Due: Literature Review, upload by Sunday Mar. 30, by 11:30 pm**
Week Eleven Mon. Mar. 31	Discuss Literature Review feedback and drafting the research paper.
Week Twelve Mon. April 7	Peer-review: Bring a printed *complete 1st draft* of your research paper, to class, Mon. April 7. **Due: Research paper 1st draft (with any needed corrections from the peer-review), upload for grading by Sun. April 13, 11:30 pm**

Week Thirteen
Mon. April 14
(Spring holiday on Thur. and Fri)
	Discuss:
	
	   • Research paper 1st draft feedback and questions
	   • Any question related to research paper *final* draft
	   • Presentation/slideshow instructions and workshop

Week Fourteen, Mon. April 21	**Due: Slide shows, upload to D2L by Sunday, April 27, 11:30 pm**
Last day to withdraw.	Wed. April 30, before 4:00 pm, last day withdraw. Drops after this date will receive grades of "F."
Week Fifteen Mon. April 28	Presentations begin
Week Sixteen Mon. May 5	Presentations continue **Due: Final draft of research papers, upload to D2L by Wed., May 7, 11:30 pm**
Final Exam Week	No final exam