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## Digital and New Media Rhetoric

ENGL 3213, Fall 2020, Monday 5:30 PM (PY201)

### Syllabus and Assignment Schedule

#### Syllabus

|   |  |
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| Office hours                                    | Tuesday noon to 3:00 PM, Thursday noon to 2:00 PM  |
| Prerequisites                                   | Communication Core   |
| 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.  |
| Departmental Learning Goals Addressed in Course | <p>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.</p> <p>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 fields of writing studies and professional communication.</p> <p>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 MLA style.</p> <p>Engagement (Objective 4.1): Student is aware of a cultural context for his or her own values and those of his or her sources.</p> |
| 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 the study of historical and digital rhetorics, students will engage in critical analysis of media artifacts and demonstrate knowledge of and skill in the interpretation, use, development, and dissemination of information 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 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 and new media 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.
- Standage, Tom. *Writing on the Wall: Social Media: The First 2,000 Years*. Bloomsbury, 2013.

**Note: If you are purchasing the texts from the MSU bookstore, buy both within three weeks before the books store returns unsold textbooks.** MSU Bookstore lists all books by first author's last name. Students can use their M-number to get a complete list of books at the following: [MSU Bookstore booklist](#).

- "[MLA Formatting and Style Guide](#)." The Purdue OWL. Purdue U Writing Lab.
- Other assigned readings will be provided in class or posted to course D2L web site.
- For draft review sessions, you will need to bring a laptop or other device to review a colleague's essay. If you are not able to do so, contact me for assistance.

Course Assignments

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| <b>Four written responses to assigned readings (5 points each)</b> | 20         |
| <b>Team posting and class presentation</b>                         | 10         |
| <b>Research project:</b>   |            |
| • Research questions & annotations meeting                         | 10         |
| • Proposal presentation to class w/handout                         | 10         |
| • Literature review  | 10         |
| • First draft (for initial assessment, feedback)                   | 10         |
| • Research presentation  | 10         |
| • Final draft  | 20         |
| <b>Possible Total Points:</b>                                      | 100 points |

**Grading Policy**

A = 100—90%

B = 89—80%

C = 79—70

D = 69—60%

F = <60%

All assignments are 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.

**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/hers alone. When using the ideas of other unpublished and published sources, students must use accepted documentation conventions (i.e., MLA or APA). If a direct quote is not placed in quotation marks, this will be considered plagiarism. See the *MSU Student Handbook* (attached to D2L course web site) to read the Student Honor Creed and the university's policy on academic dishonesty.

All work submitted to D2L will be scanned by the Turnitin program which flags text that is quoted from a source. If this quoted text is not placed in quotation marks and the correct source cited, you will receive a grade of zero for that assignment. If this occurs twice in the course, you will receive a grade of "F" for the course.

**Absentee Policy**

It is important that you attend class and be on time, whether in person or via D2L/Zoom. If you have a total of more than two weeks' worth of absences (excused or not) the missed instruction and opportunities will make it difficult for you to excel in the class. If you miss class, you miss any exercises or group work done during that period, and you miss any announcements regarding future assignments. Notify me via email in advance if you will not be able to make class.

School closure policy: If the university is closed due to Covid-19, weather, or a security alert on the date of a scheduled class, the class will meet virtually in the D2L chat room.

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| Research & creative opportunities at MSU      | <p>Enhancing Undergraduate Research Endeavors and Creative Activities (EURECA) is a program that provides opportunities for undergraduates to engage in high-quality research and creative activities with faculty. EURECA provides incentives and funding through a system that supports faculty and students engaged in collaborative research and creative works. For more information contact the Office of Undergraduate Research (UGR) at (940) 397-6274, by email <a href="mailto:eureca@msutexas.edu">eureca@msutexas.edu</a> or stop by the UGR office located in the atrium of the Clark Student Center, room 161. For additional information and resources go to the <a href="#">EURECA website</a>.</p> <p>See course D2L website for additional undergraduate research opportunities.</p> |
| Tutoring and Academic Support Programs (TASP) | <p>TASP provides free drop-in tutoring for MSU students. Located on the first floor of Moffett Library, TASP's Learning Center provides tutoring support in a number of core courses and subject areas. Writing tutors are available Monday through Thursday from 11:00am to 6:00pm and Sunday 2:00pm to 9:00pm. Remember that you don't need an appointment to utilize these services.</p>  |
| Cell phone use                                | <p>Cell <b>phones and earbuds need to be put away during the class session</b> (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. <b>Earbuds are not allowed in class</b> unless you have obtained permitted use through Disability Services and provided the instructor the necessary documentation.</p>  |
| Students with Disabilities                    | <p>The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the <a href="#">Disability Support Services</a> in Room 168 of the Clark Student Center, 940-397-4140.</p>   |

### Assignment Schedule

| Week                     | Assignments  |
|--------------------------|--|
| Week One<br>Mon. Aug. 24 | <p>Introduction to the course</p> <ul style="list-style-type: none"> <li>• <a href="#">Undergraduate research</a></li> <li>• Bitzer: "The Rhetorical Situation"</li> <li>• NYT article: "How Parents Harnessed the Power of Social Media to Challenge EpiPen Prices"</li> <li>• Eyman: Chpt. 1 Defining/Locating Digital Rhetoric</li> </ul> |

| Week                       | Assignments   |
|----------------------------|---|
| Week Two<br>Mon. Aug. 31   | <p><b>Due: Individual Post 1. Defining/Locating Digital, Sun. Aug. 30, by 11:30 PM</b></p> <ul style="list-style-type: none"> <li>• Discuss Eyman, definitions of rhetoric, canons</li> <li>• Discuss Manovich, L. (2001) Chpt. 1 “What is New Media?” <i>The Language of New Media</i>. (43-74)</li> </ul>   |
| Week Three<br>Mon. Sept. 7 | <p><b>Due: Individual Post 2. The Canons of Rhetoric in a Digital Age, Sun. Sept. 6, by 11:30 PM</b></p> <p>No class: Labor Day</p>   |
| Week Four<br>Mon. Sept. 14 | <p>Have read prior to class Brooke, <i>Lingua Fracta</i>:</p> <ul style="list-style-type: none"> <li>• “Preface”</li> </ul> <p>Team formation and chapter assignments, review of collaborative writing and presentation format</p>  |
| Week Five<br>Mon. Sept. 21 | <p><b>Due: Team Post the <u>Sunday prior</u> to scheduled presentation, by 11:30 PM</b></p> <p>Have read prior to class Brooke, <i>Lingua Fracta</i>:</p> <ul style="list-style-type: none"> <li>• Chpt. 1 “Interface”</li> <li>• Chpt. 2 “Ecology”</li> <li>• Chpt. 3 “Proairesis”</li> </ul>  |
| Week Six<br>Mon. Sept. 28  | <p>(Team postings due the <u>Sunday prior</u> to presentation, by 11:30 PM)</p> <p>Have read prior to class Brooke, <i>Lingua Fracta</i>:</p> <ul style="list-style-type: none"> <li>• Chpt. 4 “Pattern”</li> <li>• Chpt. 5 “Perspective”</li> <li>• Chpt. 6 “Persistence”</li> </ul>   |
| Week Seven<br>Mon. Oct. 5  | <p><b>Due: Individual Post 3. Lingua Fracta, Sunday Oct. 4, by 11:30 PM</b></p> <p>(Team postings due the Sunday prior to presentation, by 11:30 PM)</p> <p>Have read prior to class Brooke, <i>Lingua Fracta</i>:</p> <ul style="list-style-type: none"> <li>• Chpt. 7 “Performance”</li> <li>• Chpt. 8 “Discourse Ex Machina, A Coda”</li> </ul> <p>Introduction to Standage, <i>Writing on the Wall</i> (Review)</p> |
| Week Eight<br>Mon. Oct. 12 | <p>Have read prior to class Standage, <i>Writing on the Wall</i>:</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Chpt. 1 “The Ancient Foundation of Social Media”</li> <li>• Chpt. 2 “The Roman Media”</li> </ul> <p>Discuss project ideas</p>  |
| Week Nine<br>Mon. Oct. 19  | <p>Have read prior to class: Standage, <i>Writing on the Wall</i>:</p> <ul style="list-style-type: none"> <li>• Chpt. 3 “How Luther Went Viral”</li> <li>• Chpt. 4 “Poetry in Motion”</li> <li>• Chpt. 5 “Let the Truth and Falsehood Grapple”</li> </ul> <p>Discuss project ideas, proposal assignment and meeting, and presentation handout</p>   |

| Week   | Assignments   |
|--|---|
| Week Ten<br>Mon. Oct. 26                             | <p><i>No Class: Conference week: schedule appointment to meet with instructor</i></p> <p><b>Due: Bring to conference a printed copy of your research proposal questions/ the three annotations assignment, and printed or digital copies of the three articles that you annotated.</b> We also will discuss presentation handout due the following class.</p>   |
| Week Eleven<br>Mon. Nov. 2                           | <p><b>Due: Individual research project proposal presentation handout uploaded to D2L Sunday, Nov. 1 by 11:30 PM.</b> (I will place on class computer prior to class on Monday.)</p> <p>Have read prior to class: Standage, <i>Writing on the Wall</i>:</p> <ul style="list-style-type: none"> <li>• Chpt. 6 “And So to the Coffeehouse”</li> <li>• Chpt. 7 “The Liberty of Printing”</li> <li>• Chpt. 8 “The Sentinel of the People”</li> </ul> <p>Individual research project proposal presentations</p> |
| Week Twelve<br>Mon. Nov. 9                           | <p>Have read prior to class: Standage, <i>Writing on the Wall</i>:</p> <ul style="list-style-type: none"> <li>• Chpt. 9 “The Rise of Mass Media”</li> <li>• Chpt. 10 “The Opposite of Social Media”</li> <li>• Chpt. 11 “The Rebirth of Social Media”</li> </ul> <p>Individual research project proposal presentations continue</p> <p><b>Due: Literature Review, Mon. Nov. 9 uploaded to D2L by 11:30 PM</b></p>   |
| Week Thirteen<br>Mon. Nov 16                         | <p><b>Due:</b></p> <ul style="list-style-type: none"> <li>• <b>Individual Posting 4, <i>Writing on the Wall</i>, Sunday Nov. 15 by 11:30 PM</b></li> <li>• Bring laptop or tablet and an electronic copy of your research paper <b><i>first draft</i></b> to class, Mon. Nov. 16 (digital copy).</li> <li>• <b>Submit first draft (with any needed corrections) to D2L by Wed. Nov.18 by 11:30 PM</b></li> </ul>  |
| Week Fourteen<br>Mon. Nov. 23<br>(Thanksgiving week) | <p>Last in-class meeting</p> <ul style="list-style-type: none"> <li>• Bring laptop or tablet and an electronic copy of your research paper <b><i>final draft</i></b> to class on Mon. Nov. 23</li> <li>• Presentation workshop</li> </ul>   |
| Week Fifteen<br>Mon. Nov. 30                         | <p>Zoom Presentations, Mon. Nov. 30, 5:30 to 8:20 PM (Upload presentation to D2L by noon on Monday, Nov. 30)</p> <p><b>Due: Research paper <i>final draft</i>, Wed. Dec. 2, uploaded to D2L by 11:30 PM</b></p>   |
| Fri. Dec. 4  | <p>Last day for “W” by 4:00 PM. A drop after this date will receive a grade of “F.”</p>   |
| Finals Week<br>Wed. Dec. 9<br><b>8:00pm-10:00pm</b>  | <p>Zoom Presentations continue during final exam period, Wed. Dec. 9, 8:00 to 10 PM (Upload presentation to D2L by noon on Wednesday.)</p>  |