ENGL 3213-101: Digital New Media Rhetoric

Fall 2023
Monday, in PY 205, from 5:30 to 8:20 pm

Syllabus & Schedule

Contact Information

Instructor: Dr. Sally Henschel
Office: BW 211
Office hours: We can visit in person, by phone or Zoom.
> Mon. 12:00 p.m. to 1:00 p.m.
> Tues. 12:00 p.m. to 2:00 p.m.
> Wed. 12:00 p.m. to 2:00 p.m.
> Other times by appointment

E-mail: sally.henschel@msutexas.edu

Important Dates

- Academic Calendar
- Last Day to drop with a grade of "W": Oct. 30, 2023 before 4:00 pm (See: Drops, Withdrawals & Void)
- Final exam schedule for Fall 2023
- Deadline for May graduates to file for graduation: Oct. 2, 2023

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

Three written responses to assigned readings (5 points each)	15
Team Lingua Fracta posting and class presentation	10

Research project:
- Research questions & annotations instructor meeting   10
- Class presentation abstract/proposal   10
- Literature review   15
- First draft (for initial assessment, feedback)   10
- Research slide presentation   10
- Final draft   20

Possible Total Points: 100 points

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.

Absentee Policy
Students with three unexcused absences are subject to an administrative withdrawal from the course. Three tardies are counted as one absence. School closure policy: **If the university is closed due to weather or a security alert on the date of a scheduled class, the class will meet virtually in Zoom.**

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.

Campus Carry Rules/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 the Midwestern State University [MSU Catalog](#)

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.

Assignment Schedule

Week	Assignments
Week One Mon. Aug. 28	Introduction to the course • Syllabus and Schedule • Undergraduate research • Eyman: Chpt. 1 Defining/Locating Digital Rhetoric • Bitzer: "The Rhetorical Situation" • *NYT* article: "How Parents Harnessed the Power of Social Media to Challenge EpiPen Prices" • *Washington Post* article: "Professors Have a Summer Assignment: Prevent ChatGPT Chaos in the Fall."
Week Two Mon. Sept. 4 Monday Labor Day	**No class: Labor Day** Due: Individual Post 1, Sun. Sept. 10, by 11:30 pm
Week Three Mon. Sept. 11	Discuss: • Discussion posts, Eyman, definitions of rhetoric, canons • Manovich, L. (2001) Chpt. 1 "What is New Media?" *The Language of New Media*. (43-74)
Week Four Mon. Sept. 18	Have read prior to class Brooke, *Lingua Fracta*: • "Preface" • Chpt. 1 "Interface" Team formation and chapter assignments, review of collaborative writing, document design principals, and presentation format.
Week Five Mon. Sept. 25	(Team post due the Sunday prior to scheduled presentation, by 11:30 PM) Have read prior to class Brooke, *Lingua Fracta*: • Chpt. 2 "Ecology" • Chpt. 3 "Proairesis" • Chpt. 4 "Pattern"

Week	Assignments
Week Six Mon. Oct. 2	(Team postings due the <u>Sunday prior</u> to presentation, by 11:30 PM) Have read prior to class Brooke, *Lingua Fracta*: • Chpt. 5 "Perspective" • Chpt. 6 "Persistence" • Chpt. 7 "Performance" (**Note change due to library lecture next week**) Due Individual post 2: Linqua Fracta, Classical & Revised Canon due Sun. Oct. 8 by 11:30 PM
Week Seven Mon. Oct. 9	(Team postings due the Sunday prior to presentation, by 11:30 PM) **Class meets in BW117 for library lecture.** Have read prior to class Brooke, *Lingua Fracta*: • Chpt. 8 "Discourse Ex Machina, A Coda" Due: • Make an appointment to meet with the professor next week. • Research proposal questions annotations assignment, by Sun. Oct. 15. (We will discuss these during our one-on-one meeting next week.)
Week Eight Mon. Oct. 16	**No class: Schedule a meeting with the professor during the week**
Week Nine Mon. Oct. 23	**No class this week** Due: Individual Post 3. Research project abstract, by Sunday Oct. 29, 11:30 PM
Mon. Oct. 30, before 4:00 pm, last day withdraw. Drops after this date will receive grades of "F."	
Week Ten Mon. Oct. 30	Discuss posted abstracts, class presentation of proposal, document design principles. Due: Class presentation proposal document, upload by Sun. Nov. 5, 11:30 PM
Week Eleven Mon. Nov. 6	Proposal Presentations: each student will present during class Due: Literature Review, upload by Sunday Nov. 12 by 11:30 PM
Week Twelve Mon. Nov. 13	Discuss Literature Review feedback and drafting the research paper.
Week Thirteen Mon. Nov 15	Peer-review: Bring a printed copy of your research paper, a *complete 1st draft* to class, Mon. Nov. 15. Due: 1st draft (with any needed corrections from the peer-review) of research paper, upload for grading by Sun. Nov. 19, 11:30 PM
Week Thirteen Mon. Nov. 20	Discuss: Research paper 1st draft feedback Note: Thanksgiving Holiday: No classes Wed.–Fri.
Week Fourteen Mon. Nov. 27	Discuss: Any question related to research paper *final* draft Due: Research paper *final draft*, Sun. Dec. 3, uploaded to D2L by 11:30 PM

Week	Assignments
Week Fifteen Mon. Dec. 4	Presentation/slideshow workshop, design principles Due: Slide shows, upload to D2L by Tues. Dec. 12, 11:30 pm
Final Exam Week **Wed. 13** **8:00pm-10:00pm**	Presentations during final exam period, Wed. Dec. 13, 8:00 to 10 PM (Upload presentation to D2L by noon on Wednesday.)