

DIGITAL RHETORIC

ENG 303 | Fall 2016
MWF 1:00p -1:50p
Buckman 103 & Library Info Lab

Course Information

Instructor: A. A. Lukowski **Email:** alukowsk@cbu.edu
Office Hours: MW 10a-12p and 3p-5p **Office:** Barry Hall 205
Required Materials: Selection of readings via hyperlink or Dropbox

Course Description & Objectives

The goal of this course is to provide students with a theoretical and practical understanding of how rhetoric works in online environments. The course will provide a thorough understanding of media, genre, digital literacy, and the basics of design. Key concepts: new media, genre, digital literacies, and rhetoric.

Course Requirements

Class Participation	10%	Personal Blog /Workspace	50%
Web Phenomenon Presentation	20%	Multimodal Advocacy Project (MAP)	20%

Assignments

Class Participation – Ranging from your preparedness to your participation, this tracks your in-class activities. (10%)
Personal Blog and Workspace – Ongoing writing space in which you'll publish at least two entries per week about the readings and web phenomenon. You'll be asked to share your finding with your peers on a regular basis. (50%)
Web Phenomenon Presentation – An oral report about the origin, functionality, and effects of commonly used digital tool or concept. (20%)
Multimodal Advocacy Project (MAP) – Create a multimodal artifact that draws awareness to an issue or organization concerned with social justice. (20%)

Paper Specifications

All assignments should be submitted electronically by the start of each class period. Unlike your other classes that use a designated stylesheet like MLA or APA, the style and format of assignments for this course will depend largely on their genre. Carefully read every assignment prompt and craft an appropriate response.

Late Policy

Late work will *not* be accepted. Fairness and professionalism dictate that all work must be submitted on time. Remember, part of the burden of the electric age is that "I was absent" is no longer a legitimate excuse. Your projects are due whether you show up to class or not.

Attendance & Participation

Attendance and punctuality are strongly encouraged. If you are ill or have a personal emergency, you are responsible for making up the work. This means that you, the student, are responsible for finding out what you missed, asking for assignments, and turning in work. Habitual tardiness may negatively affect your grade as well. Attendance will be tracked to determine your class participation grade (worth 10% overall). Missing nine or more classes may result in failure.

However, just coming to class is not enough. Students who are unprepared, unresponsive, or disruptive will not receive participation points. You're welcome to use electronic devices in this class, but with great power comes great responsibility. You need to use your devices responsibly and respectfully. In other words, using your phone to look up a fact for class discussion is okay, but texting your BFF about tonight's plans is not. Remember you're part of a learning community and your actions affect your peers.

Conferences & Office Hours

Periodically throughout the semester you will meet with me to discuss your projects. Unless otherwise noted, conferences will be conducted in my office in BH 205. You may also find that you'd like to meet with me to discuss other assignments throughout the semester. We can always talk after class, but the best way to meet with me will be to schedule a time. I check my email daily, so please contact me that way.

Students with Disabilities

If you have a disability or any other special circumstance that may affect your work and for which you may require accommodation, please tell me as soon as possible. The Office of Student Disability Services (SDS) is the place to start for students with disabilities who wish to apply for accommodations. Call (901) 321-3536 to make an appointment. If you have a letter from Student Disability Services for your instructors, please deliver these letters at the beginning of the semester to ensure that appropriate resources and modifications are made available.

Writing Center

Every student should utilize CBU's Writing Center. No matter what your writing abilities are, their writing specialists can help you develop the skills you need to become a successful writer. Located in the basement of Plough Library, visit <http://www.cbu.edu/writing-center> to schedule an appointment.

Plagiarism & Academic Integrity

As you'll learn this semester, authorship and ownership can be blurry concepts in digital environments. You may remix and reuse images, quotations, sounds, music, videos, and other media by other people when creating your projects for this class. However, you should adhere to the [Creative Common's Best Practices for Attribution](#) and provide a source for any material that isn't your original work.

Department of Literature and Languages – Policy on Academic Integrity

Plagiarism occurs when you (an author) neglect to give credit to authors or researchers for their work. The Department of Literature and Languages believes that plagiarism essentially violates the purpose of University education by not acknowledging the collaborative nature of creating and disseminating knowledge. This policy does not include "unintentional plagiarism," which constitutes poor scholarship, not dishonesty. The consequences for unintentional plagiarism are at the professor's discretion and, at any time, the professor reserves the right to request an electronic copy for submission to a plagiarism detection tool.

Intentional plagiarism includes reproducing sentences, phrases, or ideas from another source and presenting them as your own. Plagiarized assignments may earn a score of "zero" or lead to the student's failure of the course. In the event of plagiarism, letters of misconduct will be sent to the student's academic advisor, the Chair of the Department of Literature and Languages, the Dean of the School of Arts, and the Vice President for Academics and Student Life. Moreover, if the penalty for the plagiarism is failure of the course, the letter of notification will also be sent to the Registrar and the Dean of Academic Affairs and Faculty Development. Repeated offenses may result in expulsion from the university.

All instances of academic misconduct (cheating or plagiarism, as defined in the CBU Compass) will be reported to the Office of the Vice President for Academics and Student Life using the "Report Academic Misconduct" link in BannerWeb. Students charged with academic misconduct will be notified in writing by the instructor of the charge and the penalty being imposed.

ENG 303 Course Schedule

Week	Date	Readings	Assignment Due
1	8/22	Review syllabus and class requirements	
	8/24	Brief History of the Interwebs – InternetSociety.org	
	8/26	Computer Lab – Work Day Selections from the <i>Huffington Post</i> “Welcome to the World of Blogs” (2008) - DB	
2	8/29	History of Media	
	8/31	Kalmbach, JR “Publishing Before Computers” <i>Professional Writing and Computers</i> (2003) - DB	
	9/2	Computer Lab – Work Day Houghton, R selections from <i>Bloggng for Creatives</i> (2012) - DB	
3	9/5	Labor Day – No Class	
	9/7	Anderson, C and M Wolff “ The Web Is Dead. Long Live the Internet ” <i>Wired</i> (2010)	
	9/9	Naylor Conference – No Class Digital Nation <i>Frontline</i> (2009)	
4	9/12	Zeliner, M “ New Media and the Slow Death of the Written Word ” <i>Kairos</i> 7.2 (2002)	Prosumer Presentation
	9/14	Krug selections from <i>Don't Make Me Think, Revisited</i> 2013 - DB	Open Source Presentation
	9/16	Computer Lab – Work Day Sullivan, A “ Why I Blog ” <i>The Atlantic</i> (2008)	Blog Due
5	9/19	Ridolfo & DeVoss “ Composing for Recomposition: Rhetorical Velocity and Delivery ” <i>Kairos</i> 13.2 (2009)	Facebook Presentation
	9/21	Reyman, J selections from <i>The Rhetoric of Intellectual Property</i> (2009) - DB	Twitter Presentation
	9/23	Computer Lab – Work Day	
6	9/26	Selection from <i>Eloquent Images</i> - DB	YouTube Presentation
	9/28	Morey, S Selections from <i>The New Media Writer</i> (2014) - DB	Instagram Presentation
	9/30	Computer Lab – Work Day	
7	10/3	Kadavy, D “ Everything You Already Know About SEO ” DeMers, J “SEO 101 in Five Parts” <i>Forbes</i> 2016 - DB	The Dark Web Presentation
	10/5	Stroupe, C “Visualizing English: Recognizing the Hybrid Literacy of Visual and Verbal Authorship on the Web” <i>College English</i> 62.5 (2000): 607-32. - DB	ICanHasCheezburger Presentation
	10/7	Computer Lab – Work Day	
8	10/10	Tapscott & Williams selections from <i>Wikinomics</i> (2016) - DB	Wikipedia Presentation

Week	Date	Readings	Assignment Due
	10/12	Reagle, J " Open Doesn't Include Everyone " <i>New York Times</i> (2011) Reagle, J " The Pursuit of the Universal Encyclopedia " from <i>Good Faith Collaboration: The Culture of Wikipedia</i> (2010)	4Chan Presentation
	10/14	Computer Lab – Work Day	Blog Due
9	10/17-21	Fall Break	
	10/24	Stephen, B " Social Media Helps Black Lives Matter Fight the Power " <i>Wired</i> (2015)	#BlackLivesMatter Presentation
10	10/26	Alexander, BK and I Chaudhry "'not so black and white:' Discussions of Race on Twitter in the Aftermath of #Ferguson and the Shooting Death of Mike Brown." <i>Cultural Studies - Critical Methodologies</i> 16.3 (2016): 296-304. - DB	SEO Presentation
	10/28	Computer Lab – Work Day	
11	10/31 -11/2	MAP Conferences – No Class	
	11/4	Computer Lab – Work Day	
12	11/7	Shepherd, RP "Men, Women, and Web 2.0 Writing: Gender Difference in Facebook Composing" <i>Computers & Composition</i> (39) 2016: 14-26 - DB	Reddit Presentation
	11/9	Taylor, A " The Internet's Destructive Gender Gap " <i>Salon</i> (2014)	
	11/11	Computer Lab – Work Day	Blog Due
13	11/14	DeLuca, K " Can we block these political thingys? I just want to get f*cking recipies:' Women, Rhetoric, and Politics on Pinterest " <i>Kairos</i> 19.3 (2005)	Pinterest Presentation
	11/16	Bosch, T " How Kate Middleton's Wedding Gown Demonstrates Wikipedia's Woman Problem " <i>Slate</i> (2012)	
	11/18	Computer Lab – Work Day	
14	11/21	Carr, N. " Is Google Making Us Stupid? " <i>The Atlantic</i> (2008)	
	11/23-25	Thanksgiving – No Class	
	11/28	Stolley, K " The Lo-Fi Manifesto " <i>Kairos</i> 12.3 (2008)	
15	11/30	Stolley, K " The Lo-Fi Manifesto v. 2.0 " <i>Kairos</i> 20.2 (2016)	
	12/1	Computer Lab – Work Day	
16	12/5-9	No Readings – MAP Presentation	Oral Presentation Due
17	12/14	Final Project by 3:00p	MAP Project & Final Blog Due