

Pittsburg State University
English 875: New Media Writing: Theory, Culture, and Practice
Grubbs Hall 312, Fall 2016

Instructor: Dr. Jamie McDaniel
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Office Hours: MWF 12 – 2, TR 2 – 4, or by appointment

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This face-to-face course examines the emerging practices of writing in digital environments such as social media, video games, web sites, mobile apps, and augmented reality.

Learning Objectives

This course should help you achieve the following goals:

Rhetorical Knowledge

- Students identify varied rhetorical situations calling for a wide range of responses informed by context and theory.
- Students evaluate the appropriateness of rhetorical choices in light of anticipated consequences.

Process and Collaborative Textual Evaluation

- Students demonstrate respectful negotiating behaviors during collaborative textual production and evaluation (listening attentively, airing all viewpoints, valuing difference, coming to consensus or dissensus, dividing labor fairly, balancing competing agendas, expectations, and values).

Craft & Editing

- Students consider, apply, and control stylistic options (prose style, figurative language, voice, register, tone, word choice, etc.); correctness in syntax, grammar, usage, punctuation, mechanics, and spelling; coherence and cohesion; and the organization of their texts appropriate to the rhetorical situation.

Textual Production & Delivery

- Students identify and evaluate options for genre, medium, design, circulation, and delivery.

Reflective Learning

- Students consciously synthesize and integrate insights from one project into another.

Required Texts and Materials

Douglas Eyman, *Digital Rhetoric: Theory, Method, Practice*, University of Michigan Digital Culture Books, 2015.
ISBN: 9780472052684

Barbara Warnick and David Heineman, *Rhetoric Online: The Politics of New Media*, Peter Lang Publishing, 2012.
2nd edition.
ISBN: 9781433113291

Seth Gitner, *Multimedia Storytelling for Digital Communicators in a Multiplatform World*, Routledge, 2015.
ISBN: 9780765641328

T. V. Reed, *Digitized Lives: Culture, Power, and Social Change in the Internet Era*, Routledge, 2014.
ISBN: 9780415819312

Outside materials available for download from Canvas.

Grading Scale

A = 93-100 B- = 80-82 D+ = 67-69

A- = 90-92	C+ = 77-79	D = 63-66
B+ = 87-89	C = 73-76	D- = 60-62
B = 83-86	C- = 70-72	F = below 60

Assignments and Evaluations

Participation and In-Class Assignments: 10%

Writing Labs, including Weekly Tweets: 15%

Digital Rhetoric Unessay: 15%

Digital Culture Unessay: 20%

New Media Writing Scalar Site, including Proposal and Status Report: 40%

You must fully complete all assignments for the course in order to receive a passing grade.

Electronics/Technology Policy

Cell phones should be turned off or on silent during class. If I see you using your phone for either phone calls or text messaging or if the ringer is not turned off, you will receive a “0” in participation for the day. If you must keep your phone on for emergencies or another reason, please let me know.

You may use a laptop, e-reader, or other electronic device to take notes or to bring in readings or assignments that are available via Canvas or the Internet. You may not use your electronic device to do anything other than reviewing class-related material or taking notes. If you use your electronic device for any purpose other than these, your privileges will be suspended. I maintain the right to revise this policy at any point during the semester if improper usage becomes a problem.

Presentation

This class depends upon actively engaged speakers, listeners, and writers. Your responsibility is to be an active participant. As a result, this class demands that all reading assignments are completed, **in full**, on the day they are due and that you **bring the assigned text to class**. In addition, all assignments are to be typewritten and done according to directions. I encourage you to think for yourself, challenge each other, and assume pride and ownership in every text you produce.

According to federal guidelines, you should expect to spend two out-of-class hours devoted to coursework for each hour spent in the classroom or in direct faculty instruction. Therefore, for this three-credit class, you should expect to devote at least six hours per week on average to prepare your work. Of course, some weeks may require more time, and some weeks will require less.

I also suggest that you consult the following links about interacting with faculty:

6 Things You Should Say to Your Professor

<http://college.usatoday.com/2013/02/19/6-things-you-should-say-to-your-professor/>

5 Things You Should Never Say to Your Professor

<http://college.usatoday.com/2013/01/10/5-things-you-should-never-say-to-your-professor/>

No, It's Not Your Opinion. You're Just Wrong

<http://www.houstonpress.com/arts/no-it-s-not-your-opinion-you-re-just-wrong-updated-7611752>

Late Work and Attendance Policy

I reserve the right to decrease the grade of late work by ONE FULL LETTER GRADE for every day it is late including the first. For example, if an essay is two days late and the original grade is a B+, the final penalized grade would be a D+. If you have a problem with an assignment, please see me or call me BEFORE the due date. Any student who accrues excessive absences (two or more) will most likely fail the course. If you do miss class for any reason, you are still accountable for the work given and due that day unless prior arrangements have been made. Finally, I also expect you to be on time to class. Any student who is tardy more than three times will be marked absent according to my discretion. If you have a problem getting to class on time (i.e., you have class on the other side of campus), please let me know as soon as possible.

Plagiarism

Plagiarism includes the presentation, without proper attribution, of another's words or ideas from printed or electronic sources. It is also plagiarism to submit, without the instructor's consent, an assignment in one class previously submitted in another. I reward plagiarism with a zero. Further action by the university may also be taken. Please familiarize yourselves with the university policy on plagiarism. If you feel that you need extra help with your assignments, tutors are available in the Writing Center in Axe Library (235-4694). If you have any questions about what constitutes plagiarism or how to cite sources properly, do not hesitate to ask me for help. Please also consult PSU's Academic Honesty and Integrity Policy available online at

<http://www.pittstate.edu/audiences/current-students/policies/rights-and-responsibilities/academic-misconduct.dot>

Also, make sure to consult the Syllabus Supplement, which can be thought of as a "one-stop" place for students to access up-to-date information about campus resources, notifications, and expectations. It is available at

<http://www.pittstate.edu/dotAsset/f17e2956-c651-4fbc-8c0c-56efa234168b.pdf>

Accessibility and a Word of Advice

All students are more than welcome to drop by during office hours or schedule an appointment to ask questions, continue discussion of issues from class, or to offer comments. This is especially true during the first week of class and especially true for students with disabilities who are registered with the Center for Student Accommodations (235-4309) and who may need individual arrangements. Your wellbeing and success in this course are important to me. I recognize that there are *multiple* ways to learn and that this multiplicity should be acknowledged in the design and structure of university courses and the evaluation of their participants. Thus, I encourage students registered in the course to discuss their learning styles and comprehension requirements with me during my office hours or, if necessary, at another arranged time. Every student is entitled to a meaningful and stimulating learning experience.

The Center for Student Accommodations is located in Russ Hall 218, or visit their website at: <http://www.pittstate.edu/office/center-for-student-accommodations/> for more information.

Make use of your teachers!! We are here to help you learn, and we do not expect you to be perfect (who is?). We regard intelligent questions in and out of class and an eagerness to improve one's abilities as evidence of an A student more than written work alone. There is no such thing as a stupid question!

Tentative Schedule of Readings and Assignments (ALL DATES AND ASSIGNMENTS ARE SUBJECT TO CHANGE!)

Writing Lab deadlines will be available on Canvas.

Key to Abbreviations

DR: *Digital Rhetoric*

DL: *Digitized Lives*

RO: *Rhetoric Online*

MS: *Multimedia Storytelling*

C: Available on Canvas

Week One

Aug. 24: Introduction to the Course
New Media Writing Case Study: Persuasive Gaming and Procedural Rhetoric

Week Two

Aug. 31: C: Murray, "From Additive to Expressive Form"
C: Bolter, Excerpt from *Writing Space*
C: Selber, "Reimagining Computer Literacy"

C: Bush, "As We May Think"
C: Levinson, "Why 'New New' Media?"

Week Three

Sept. 7: DR: Introduction, Chapter One, and Chapter Two

Week Four

Sept. 14: DR: Chapter Three and Chapter Four

Week Five

Sept. 21: RO: Chapter One, Chapter Two, Chapter Three, and Chapter Four

Week Six

Sept. 28: RO: Chapter Five, Chapter Six, Chapter Seven, and Chapter Eight

Week Seven

Oct. 3: **Digital Rhetoric Unessay Due at 11:59 p.m.**

Oct. 5: Research Day – No Class

Week Eight

Oct. 12: Scalar Workshop

Week Nine

Oct. 19: DL: Chapter One, Chapter Two, and Chapter Three

Week Ten

Oct. 26: DL: Chapter Four, Chapter Five, and Chapter Six

Week Eleven

Nov. 2: DL: Chapter Seven, Chapter Eight, Chapter Nine, and Chapter Ten
Scalar Project Proposal Due at 6:30 p.m. (at the beginning of class)

Week Twelve

Nov. 9: MS: Chapter One, Chapter Two, and Chapter Three

Week Thirteen

Nov. 14: **Digital Culture Unessay Due at 11:59 p.m.**

Nov. 16: MS: Chapter Four, Chapter Five, and Chapter Six

Week Fourteen

Nov. 23: Thanksgiving – No Class

Week Fifteen

Nov. 30: In-Class Workshop
Scalar Status Report Due at 6:30 p.m. (at the beginning of class)

Week Sixteen

Dec. 7: In-Class Workshop

Final Exam Week

Final Project Draft Presentations on Wednesday, December 14, at 6:30 p.m.

Final Scalar Project Due on Saturday, December 17, by 11:59 p.m.