

University of North Texas at Dallas
Fall 2016
SYLLABUS

TECM 2300-001	
New Media Writing (3 hrs)	
Department of Languages and Communication	School of Liberal Arts and Sciences
Instructor Name:	Dr. Christopher Dickman
Office Location:	Founders Hall (Building #2) #258
Email Address:	Christopher.Dickman@untdallas.edu (preferred contact)
Office Phone	(972) 338-1537
Office Hours:	M 2:30-3:30 in office, W 9-10 in office, W 2:30-3:30 virtual
Classroom:	Dal 1, 201D
Class Dates:	MW 1:00-2:20
Course Catalog Description:	Expository and persuasive writing and composition in digital and online environments, including (but not limited to) work with websites, podcasts, videos/animation, and social media.
Required Texts and Software:	<i>The New Media Writer</i> by Sean Morrey, ISBN 978-1-59871-780-8
Recommended Texts:	Purdue Online Writing Lab (OWL) , found free online at https://owl.english.purdue.edu/owl/
Access to Learning Resources:	UNT Dallas Library: web: http://www.untdallas.edu/library UNT Dallas Bookstore: phone: (972) 780-3652;

Course Overview:

New Media Writing is an introduction to writing and composing in digital and online environments. The course will approach this kind of composition from a variety of writing-related perspectives, including:

- Project planning and writing process strategies
- Review and revision procedures, including usability testing and document circulation
- Rhetorical concerns of audience, author, genre, text/media, purpose, and circulation of compositions
- Analysis and application of cultural trends related to the production of new media

This course will largely be project-based, with the majority of time and effort spent completing significant new media compositions; this may include (but is not limited to) websites, podcasts, short video and/or animation, and social media campaigns and/or promotion. In addition to more traditional writing methods, students will also gain experience in methods specific to new media: scriptwriting, wireframing, creating style sheets, using universal design, etc.

Students will also learn the technologies that produce these kinds of compositions through in-class instruction and out-of-class practice. Students do not need any particular technology competencies, but should have good experience with and be comfortable in digital and online tools and environments.

Learning Objectives/Outcomes:

At the end of this course, students should expect to gain significant experience in the following areas:

- Apply writing, composing, review, and revision processes to digital and online composition tasks
- Work with others to collect feedback and apply suggestions to works in progress
- Analyze the rhetorical needs of new media composition tasks
- Use rhetorical analyses to compose more effective digital and online compositions
- Use new media production tools and technologies to create effective digital and online compositions
- Understand the cultural contexts that influence the production of new media compositions

Course Schedule

- All **projects and drafts are due by midnight** on the days specified below, unless otherwise noted.
- All **readings are due on Monday of the week listed before class**, unless otherwise noted
- “NMW” = *The New Media Writer*, our class text, “BB” = Blackboard.
- Schedule is subject to change by the instructor; any changes to this schedule will be communicated on the Announcements page of the class Blackboard site.

Date	Weekly topics & Readings	Ongoing Project Work	Assignments Due
Week 1 8/22- 8/28	<ul style="list-style-type: none"> • Introduction to the course + syllabus • Introduction to the projects • Introduction to Rhetoric • Read: Rice, “Rhetoric’s Mechanics” - by Wednesday before class • Watch: 3 videos on Rhetoric – by Wednesday before class 		<ul style="list-style-type: none"> • Syllabus contract signed by Friday
Week 2 8/29- 9/4	<ul style="list-style-type: none"> • Rhetoric and New Media • Analyzing Visuals • Reading: <i>NMW</i> pp17-52 • Reading: <i>NWM</i> Chapter 3 	<ul style="list-style-type: none"> • Build website 	<ul style="list-style-type: none"> • Beta version of website live - Wednesday • Blog 1 on site by Wednesday
Week 3 9/5- 9/11	<ul style="list-style-type: none"> • Design • Web Design • Reading: <i>NMW</i> Chapter 10 	<ul style="list-style-type: none"> • Build website • Research topic 	<ul style="list-style-type: none"> • Blog 2 on site by Wednesday
Week 4 9/12- 9/18	<ul style="list-style-type: none"> • Preproduction + Research • Reading: <i>NMW</i> Chapter 7 	<ul style="list-style-type: none"> • Build website • Research topic • Develop podcast script 	<ul style="list-style-type: none"> • Blog 3 on site by Wednesday
Week 5 9/19- 9/25	<ul style="list-style-type: none"> • Story Development • Reading: <i>NMW</i> Chapter 8 	<ul style="list-style-type: none"> • Build website • Research topic • Develop Citations • Develop podcast script 	<ul style="list-style-type: none"> • Blog 4 on site by Wednesday • Sources page on site by Friday end of day
Week 6 9/26- 10/2	<ul style="list-style-type: none"> • Student Conferences – Website checkup 	<ul style="list-style-type: none"> • Build website • Research topic • Develop Citations • Develop podcast script 	<ul style="list-style-type: none"> • Blog 5 on site by Wednesday
Week 7 10/3- 10/9	<ul style="list-style-type: none"> • Script Writing • Citation • Reading: <i>NMW</i> Chapter 9 	<ul style="list-style-type: none"> • Build website • Research topic • Develop podcast script 	<ul style="list-style-type: none"> • Blog 6 on site by Wednesday • Podcast script draft due Friday by end of day
Week 8 10/10- 10/16	<ul style="list-style-type: none"> • Student Conferences – Podcast script 	<ul style="list-style-type: none"> • Build Website • Revise podcast script • Podcast production 	

Week 9 10/17-10/23	<ul style="list-style-type: none"> Recording Reading: <i>NMW</i> Chapter 11 	<ul style="list-style-type: none"> Build Website Revise podcast script Podcast production 	<ul style="list-style-type: none"> Blog 7 on site by Wednesday Final script due Wednesday, 10/19 by midnight
Week 10 10/24-10/30	<ul style="list-style-type: none"> Editing 	<ul style="list-style-type: none"> Build Website Revise podcast script Podcast production 	<ul style="list-style-type: none"> Blog 8 on site by Wednesday
Week 11 10/31-11/6	<ul style="list-style-type: none"> Mixing + Mastering 	<ul style="list-style-type: none"> Build Website Revise podcast script Podcast production 	<ul style="list-style-type: none"> Blog 9 on site by Wednesday Draft podcast by Sunday at midnight
Week 12 11/7-11/13	<ul style="list-style-type: none"> Student Conferences – Podcast draft 	<ul style="list-style-type: none"> Revise podcast and script Develop Social media strategy and presence 	
Week 13 11/14-11/20	<ul style="list-style-type: none"> Social media strategy Social media presence Reading: <i>NMW</i> pp 199-209 	<ul style="list-style-type: none"> Revise podcast and script Develop Social media strategy and presence 	<ul style="list-style-type: none"> Blog 10 on site by Wednesday Distribution and Social Media Strategy document and presence due Sunday, 11/20 by midnight
Week 14 11/21-11/27	<ul style="list-style-type: none"> Editing Week 	<ul style="list-style-type: none"> Develop Social media strategy and presence Revise podcast and script 	<ul style="list-style-type: none"> Final podcast due Sunday 11/27 by midnight
Week 15 11/28-12/4	<ul style="list-style-type: none"> Podcast presentations 	<ul style="list-style-type: none"> Develop Social media strategy and presence 	<ul style="list-style-type: none"> Distribution and Social Media Strategy executed by Wednesday, 11/30 by midnight
Week 16 12/5-12/11	<ul style="list-style-type: none"> Podcast presentations 		<ul style="list-style-type: none"> Website finalized Wednesday, 12/7 by midnight

Grade Breakdown

Production Website and Blog	Website	200
	Blog entries (10)	200
	Source Description page	100
Podcast	Script	100
	Audio Podcast	250
Distribution Strategy	Social Media Strategy Document	50
	Social Media Presence	100
Total		

Course Evaluation Methods

Student performance in this course will be evaluated by the following:

Website – Students will create a website that documents their podcast and its production. In addition, students will be graded for a **citation page** and **10 blog entries** related to the production of their work and the course readings.

Podcast – Students will produce a 7-10 minute podcast informing an audience about a topic. In addition to this audio production, students will produce a **script** for the podcast.

Distribution Strategy – Students will strategize ways to distribute their podcast to audience. Students will be evaluated on their strategy through a document and by its execution in online environments.

Grade Determination:

A = 90% or greater, or 900-1000 total points

B = 80 – 89 %, or 800-899 total points

C = 70 – 79 %, or 700-799 total points

D = 60 – 69 %, or 600-699 total points

F = Less than 60%, or 0-599 total points

General Course Policies and Procedures

Participation/Professionalism Policy

Students should conduct themselves professionally throughout the course, and this includes several major categories. 1) Students should treat each other with courtesy and professionalism in any interaction throughout the course; please see the Openness/Constructive Criticism and Diversity/Tolerance policies below. 2) Student communication should always strive to meet professional standards of grammar, mechanics, punctuation, spelling, capitalization, etc. All communication should be treated as if your job (or grade) depended on it. 3) Students need to complete their work for me and for each other in a timely manner, and students should be responsive to requests from their peers or myself.

Attendance

Part of professionalism is showing up; thus, attendance in class is mandatory. In each 15-week semester, students may have up to four (4) unexcused absences. After these four unexcused absences, a student's final grade may be reduced at the discretion of the instructor. After six (6) unexcused absences, the student may fail the class due to an absence failure. Any student more than 10 minutes late to class will be marked with an unexcused absence.

Absences may be excused only with documentation of a pre-planned or unexpected event or illness.

Student responsibility

It is the responsibility of the student to be familiar with all of the rules and policies set forth in this syllabus and to keep track of their progress in the class, including their grades, due dates, etc. You may of course ask me about any of these concerns at any point in the class, and I will be happy to let you know your progress. However, students need to exercise self-monitoring throughout the term.

Instructor Response Times

I will do my utmost to get back to you in a timely manner. In general, you can expect a response to emails within 24 hours during the week and 48 hours on the weekend and on holidays; the best time to reach me is during business hours – Monday through Friday, 9 am to 5 pm.

Office phone and voicemail is **not** the best method for contacting me; voicemails will generally take longer to respond to than emails.

Academic Integrity and Plagiarism

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002) at

http://www.untDallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf Refer to the Student Code of Student Rights, Responsibilities and Conduct at

http://www.untDallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: "*On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.*"

In short, **plagiarism** is the use of someone else's material – written text, images, or ideas – as your own work. This can happen when if you copy and paste material you find elsewhere into your own work, borrow work from other students' in a non-collaborative project, or fail to properly cite research you've done. **Plagiarism of other work will result in a zero on the assignment plagiarized and a permanent record of the offense in your student file. Repeated or egregious offenses of plagiarism may result in university sanctions, such as suspension or expulsion.**

In this class, we'll talk about the ethical codes and standards that guide work in various professions. These standards give professions their integrity, and serious legal consequences can happen if they are broken. One ethical standard practiced in all professions, as well as all academic disciplines, is the avoidance of plagiarism. Plagiarism is the use of any other person's words or ideas without giving them credit through a system of citation and giving credit. Instances of plagiarism may result in zeroes on assignments, failure of the course, or other academic discipline such as suspension or expulsion from the university. You are expected to abide by the University's code of conduct and Academic Dishonesty policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures.

Technology Policies

Email

You must check your UNT Dallas or UNT email daily, as this will be my primary method of communication with the class and is the default email account for Blackboard; make sure you can log into this email from day one. **You will also need to send emails from your UNT or UNTDallas account**; emails sent from other addresses regularly land in spam, and I am not responsible for delayed or missing replies if this occurs.

Blackboard

Course materials will be posted to the course Blackboard site, accessible through *Learn.untDallas.edu* or *Learn.unt.edu*. Class announcements will also come through Blackboard, so **log on at least once a day**.

Grading and Assignment Policies

Late Policy

No late work is accepted in the course. If you feel you are falling behind in the course or struggling to meet deadlines, please come speak to me **before** assignments are due.

Writing Center Bonus Points

Good writers do not write in a vacuum; rather, they seek feedback and assistance from many people and groups. One of the best resources to use on campus is the Writing Center, where a trained writing consultant can help students review and revise their papers, no matter what stage they're at.

Students who voluntarily visit the Writing Center beyond any instructor or course requirements will receive a bonus equivalent to 1% of their total final grade, and may receive a maximum of 5% of their total grade in bonus through these voluntarily visits.

Revision Policy

For each major project in the course, students have the option to revise and resubmit the project one more time after the instructor has given feedback and a grade on it. Revisions that substantially improve the project will earn new grades, and those grades will replace the older score.

To qualify, revisions must change the paper in significant and substantial ways; revisions that only correct mechanical errors will not be eligible for new grades.

Additional Policies

Openness and Constructive Criticism

A good deal of the work in this class may involve reviewing and critiquing each others' drafts as we proceed through assignments. While we will discuss peer review in more detail, it should be said here that to make these processes useful, students need to keep an attitude of openness about their work in progress. We are all learning in this class - or else we wouldn't be here - and no one is expected to have perfect work in the drafts we'll be looking at. The purpose of peer review, critique, and revision is to change inevitably weak drafts into stronger papers not by saying what's wrong, but what can be improved. In this class, each student needs to be open and willing to have their work reviewed by others. The other side of this is that those who critique need to always be in the mindset of providing constructive - and not harsh or attacking - criticism.

Diversity/Tolerance Policy

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Center for Student Rights and Responsibilities as the instructor deems appropriate.

Students with Disabilities (ADA Compliance)

The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. For more information, you may visit the Office of Disability Accommodation/Student Development Office in Founder's Hall, room 204, or call Cindy Suarez at 972-338-1777.

Student Evaluation of Teaching Effectiveness (SETE) Policy:

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.