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## ENG 4760-001: Writing And New Media

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# Roxane Gay's Courses

## ENG 4760 Fall 2011

**Welcome to ENG 4760, Studies in Professional Writing:  
Writing & New Media**

2-2:50 pm MWF, Coleman 3130

Office: 3331 Coleman Hall

E-mail: rgay at eiu dot edu

Office Hours: M, W: 11a-12p; T: 1-2p

### **Required Textbooks and Materials**

- *Adobe InDesign CS4 Classroom in a Book*
- *Document Design*, Kimball
- *The Non-Designers Design & Type Books*, Williams
- *Convergence Culture*, Jenkins
- *The New Media Reader*, Wardrip-Fruin
- Other readings as assigned.
- A USB drive to save your work during class. Please bring your USB drive to class each day.

### **What This Course is About:**

English 4760 is a special topics course in professional communication. This semester we will focus on both practice and theory as we concern ourselves with two questions:

- What is (new about) New Media?
- What does it mean to write New Media?

# Course Policies

## Learning Outcomes

By the end of this course you should be able to:

- Develop and maintain a professional online presence using current and emerging technologies.
- Develop a deep and broad understanding of the theoretical, practical, cultural and political issues surrounding New Media and knowledge as it is mediated through New Media texts.
- Develop an understanding of what it means to be literate in the age of New Media.
- Discuss issues pertaining to New Media texts in critically informed ways.
- Develop a working knowledge of digital and social media tools and applications.
- Compose New Media texts that reflect a clear understanding of rhetorically aware communication across mediums.
- Participate ethically in the collaborative culture fostered by New Media.

## How to Get an “A” in This Class

- Read and critically engage with assigned material prior to class and come prepared to contribute to class discussions;
- Submit all homework in typewritten form unless otherwise noted;
- Complete individual and group assignments, do your best work, and submit homework on time;
- Participate in class discussions, engaging in enthusiastic, respectful communication;
- Provide constructive feedback to your classmates during peer workshops.
- If you have a documented disability and wish to receive academic accommodations, please contact the Office of Disability Services (581-6583) as soon as possible.

## Communication and Classroom Etiquette

Etiquette is important. While I want our class time to be fun and I am a fairly easygoing person, there are a few areas where I am not so easygoing. When you are e-mailing me, it is not acceptable to write something like “Hey” or simply begin your e-mail without any greeting. Please begin any e-mail correspondence with me (or, frankly, with anyone)

with “Dear Roxane,” or “Dear Dr. Gay,” or “Hi Professor Gay,” or something along those lines that indicates an awareness that you are addressing a specific individual for a specific purpose. E-mails that don’t follow a certain etiquette for communicating will not be responded to. If you ask me, “Will I miss anything important?” when querying if it is acceptable to miss class, I will get irritated because every class day is important. Electronic devices such as cellphones, iPods, and iPads (unless you are reading a textbook on an iPad or other e-reader) should be stowed in the overhead cabins or beneath the seat in front of you during class. If your cellphone rings or buzzes or begins playing the latest Top 40 song during class, I might answer it or confiscate it and that won’t be fun for anyone. When we are working in the computer classroom, that is not an invitation to browse the web or check your e-mail. The computers in the computer classroom are for coursework purposes only.

### **Attendance Policy: Showing Up Matters**

Attendance in a course like this is very important and will be rewarded through the participation portion of the grade. Excused absences will not be penalized. You are responsible for acquiring the information missed as a result of an absence. Assignments must be submitted when due even if the you will be absent from class on the due date. No late assignments will be accepted. If you miss more than three classes, your final grade will be affected. Attending class unprepared is considered an absence.

### **Projects**

Throughout the semester, you will be responsible for several major projects including:

- Maintaining a blog where you will reflect and respond to course material; most of your homework assignments will also be submitted via your blog.
- A digital resumé
- A researched entry on some aspect of EIU for Wikipedia
- A position paper where you address some aspect of new media that interests you

### **Using the Writing Center**

I encourage you to use the EIU Writing Center located at 3110 Coleman Hall. This free service provides one-to-one conferences with writing center consultants who can help you with brainstorming, organizing, developing support, and documenting your papers.

The writing center is open to help any student from any major at any stage of his or her writing process, and its system of one-to-one conferences demonstrates value and respect for individual writers, all of whom can benefit from feedback about their works in progress. The center is not a proofreading or editing or remedial service, however. It is a place where you can learn how to become a more thoughtful, independent, and rhetorically effective writer.

To schedule an appointment, you can drop by the center (3110 Coleman Hall) or you can call 581-5929. The writing center is open Monday through Thursday, 9 a.m. to 3 p.m., and 6 p.m. to 9 p.m. On Friday hours of operation are 9 a.m. to 1 p.m. Sessions last anywhere from 10 minutes to 45 minutes.

### **No One Likes a Cheater: Plagiarism Policy**

Here is the official statement on plagiarism by EIU's English Department: "Any teacher who discovers an act of plagiarism—"The appropriation or imitation of the language, ideas, and/or thoughts of another author, and representation of them as one's own original work" (Random House Dictionary of the English Language)—has the right and responsibility to impose upon the guilt student an appropriate penalty, up to and including immediate assignments of a grade of F for the assigned essay and a grade of F for the course, and to report the incident to the Judicial Affairs Office. Respect for the work of others should encompass all formats, including print, electronic, and oral sources."

## **Grading Policies**

You must complete all assignments to receive a passing grade in this course. It is possible to receive a total of 1,000 points throughout the semester.

Homework Assignments 25%

Major Projects 40%

Team Project 20%

Participation 15%

### **Grading Scale:**

A=Outstanding Work; B=Good Work; C=Average Work; D=Deficient in form or structure or content; F=Seriously deficient in form or structure or content; sad face.

100-99% = A

89-80 = B

79-70 = C

69-65 = D

Below 65% = F