

Course: WRIT 350
Term: Spring 2022
Section: 1

Instructor: Dr. Don Unger
E-mail: dunger@olemiss.edu

Meeting Location: Lamar Hall, room 406
Meeting Times: Tuesdays/Thursdays 2:30-3:45 pm
Office Hours: Tuesdays/Thursdays 1-2 pm
Office Hours Zoom Link: <https://olemiss.zoom.us/j/94652116079>

WRIT 350 Writing for Digital Media Syllabus

Course Description

This course introduces fundamental concepts of the demands of writing for electronic audiences across a variety of platforms, with an emphasis on the interaction of the medium and the message. WRIT 350 bridges the study of technical communication practice with Web 2.0 technologies and new media composition. Students in this course will develop the vocabulary and practical skills to create, collaborate on, and deliver digital documents in a variety of media to real audiences and users. They will also build upon the rhetorical skills developed in WRIT 250 by engaging in more sophisticated, deliverable-based research writing projects.

Course Objectives

Upon successful completion of WRIT 350, students will progress in the following areas:

Process

- Recognize that digital composition and communication is process-based and situation-specific
- Develop heuristics for approaching and solving digital communication challenges that may occur in a variety of media

Exploration

- Understand key terms and concepts, such as “digital writing,” “technical communication,” “new media,” and “user experience.”
- Apply theoretical models to real-world communication scenarios and user experiences.

Purpose and Audience

- Understand how to construct profiles for digital audiences and users of information.
- Develop information and content that adheres to the principles of universal design

Research

- Use an inquiry-driven approach to identify key issues and topics in the fields of digital composition and technical communication
- Utilize a variety of primary and secondary sources of information to support project deliverables

Conventions and Mechanics

- Deliver written products that are precise and free of mechanical errors that inhibit meaning.
- Design content that is universally accessible and adaptable from the concept stage to the execution stage.

Required Materials

- Laptop, Internet connection
- Course readings will be posted as PDFs and/or hyperlinks on Blackboard.

Course Structure

Our course will meet face-to-face in Lamar Hall, room 406 on Tuesdays and Thursdays from 11 am to 12:15 pm. Barring any changes to university policy or unforeseeable circumstances related to the pandemic, we will meet in this space for the entire semester. Should this change, I will notify you as soon as possible through your university email account. Please be sure to check your account regularly.

Your course materials, including assignment sheets and calendars, readings and handouts, and grades are located on Blackboard.

Major Assignments & Grading

		Grading Scale	
Unit 1: Blogs	25%	A	93-100
Unit 2: Social Media	25%	A-	90-92
Unit 3: Vlogs	35%	B+	87-89
Final Reflection	10%	B	83-86
Class Participation	5%	B-	80-82
		C+	77-79
		C	73-76
		C-	70-72
		D	65-69
		F	64-below

Contact Information

Our official channels for communication in this class will be olemiss.edu email accounts and Blackboard. It is your job to check Blackboard and your olemiss.edu e-mail account regularly for any important class information.

Office Hours

I will conduct office hours via Zoom on Tuesdays and Thursday from 1-2 pm Central. The Zoom link is at the top of this syllabus. I encourage you to attend office hours if you have any questions or concerns about assignments and materials or if you want to discuss your work on different projects. Office hours work on a first-come, first-served basis. If you cannot make it to these office hours because of scheduling conflicts, please email me, and we can set something else up. All out-of-class meetings will take place on Zoom.

Attendance Policy

You are expected to attend all online class meetings; improving writing and design skills takes

time and is a process unlike learning content alone. In acknowledgment of the fact that students may experience some circumstances which prevent complete attendance, the following policy is in effect:

5 days missed: final course grade lowered by one letter grade

6 days missed: final course grade lowered by two letter grades

7 days missed: final course grade lowered by three letter grades 8 days missed: failure

The Department of Writing & Rhetoric does not use "excused" or "unexcused" categories; all absences are recorded as absences.

In light of the COVID-19 pandemic and the delta and omicron variants, these policies are subject to change. If you are quarantined, I will work with you to make sure that audio recordings and/or in-class materials from any class session that you miss are available. Make sure that you get in touch with me! (I haven't tried recording class sessions yet, so I hope that will work well.)

Late Work

It is my policy to accept work after the due date; however, there will be a significant penalty. Projects turned in after the due date receive a 10% penalty to the overall grade. I do not accept work over a week late. Again, email me with any questions or concerns.

All blog/homework assignments are due before the following class session.

Note: Homework is not arbitrarily assigned. In other words, the work feeds in to the larger projects; failure to keep up with the assignments may result in less understanding of, or practice working with, the concepts that can lead to more successful larger projects.

Scholarship Clause

If a student is attending UM with a scholarship requiring course absences (e.g., athletics, band), the following exception applies: students will not be penalized for required absences alone, as long as the student presents to the instructor by the end of the course drop/add period an official letter from the scholarship-issuing program declaring the required absences for the entire semester. If a scholarship student accrues absences beyond those designated by the letter, he or she will incur the penalty listed above. (For example: A scholarship student who documents a requirement to miss 5 T/Th course meetings for a scholarship and is absent 5 times will suffer no penalty; a student who documents a requirement to miss 5 T/Th course meetings for a scholarship and is absent 6 times will have the final course grade lowered by three letter grades. Students who miss 7 T/Th classes for any reason will fail the course regardless of scholarships, and students who plan to miss 10% of the course should enroll in the course during another semester. Students whose scholarship-issuing programs cannot produce such a letter, or determine a schedule in advance, should take the course during another semester. Letters cannot be amended.

Students suffering traumatic hardships (hospitalization, emergency service, etc.) should promptly consult section VI of the M-Book for procedures on contacting the Dean of Students. If a student is absent from a class, he or she must seek permission from the course instructor as to whether or not the missed work can be submitted for a grade. In general, students who notify an instructor of an absence in advance will be afforded the ability to submit their coursework.

Tardiness

Please make every attempt to be in class on time. If you cannot make it on time for some reason, arriving late is preferable to not arriving at all. It is, however, a distraction to the class when a student enters the room late. As a precaution against tardiness, I am including a clause that may impact your grade if it is a chronic problem. The first instance of tardiness will be overlooked; further instances may result in reductions to unit grades. In other words, make all possible efforts to get to class on time, and notify me very early in the semester if you think you might be late due to coming from another class at a long distance or other circumstances; I am happy to work with you in those cases. If you arrive more than twenty minutes late, you will be marked absent, though you are welcome to join in the rest of the day's work.

Disabilities/UM Student Disability Services

If you have a documented disability as described by the Rehabilitation Act of 1973 (P.L. 933-112 Section 504) or the Americans with Disabilities Act (ADA) and would like to request academic and/or physical accommodations please contact Student Disability Services at 234 Martindale Center, 662-915-7128. Course requirements will not be waived but reasonable accommodations may be provided as appropriate. Please consult <http://www.olemiss.edu/depts/sds/> for more information on student disability services.

Academic Honesty (including plagiarism)

According to the University of Mississippi Academic Conduct and Discipline policy, “[t]he University is conducted on a basis of common honesty. Dishonesty, cheating, or plagiarism, or knowingly furnishing false information to the University are regarded as particularly serious offenses.” The following language should clarify what academic dishonesty and plagiarism mean in the context of WRIT or LIBA courses. All work that you submit under your name for credit in Department of Writing and Rhetoric courses should be your original work. If you would like to use your original work in multiple courses, you must have permission from your writing course instructor before proceeding. Similarly, you may not turn in work previously submitted for credit, even if it is in the same course number, without first receiving permission from your teacher.

Plagiarism is using others' words and/or ideas without properly crediting them. Instructors may ask you to incorporate outside source material in your composing, and you must credit others' work when you use it. In your written assignments there are only three methods for properly importing the work of others: quotation, paraphrase, and summary, including proper attribution of outside sources.

The penalty for academic misconduct or plagiarism in any WRIT or LIBA class may include an “F” on the assignment, an “F” in the course, suspension or expulsion from the university, and/or other sanctions determined by the UM Academic Discipline Committee.

Upon determining academic misconduct or plagiarism, the instructor will notify the student and the Chair of the Department of Writing and Rhetoric in writing as part of the process of opening an Academic Discipline Case. The instructor will also make a recommendation for the penalty he/she finds most appropriate for the offense. Students may appeal this finding and/or penalty by notifying the UM Academic Discipline Committee within 14 days of the instructor's decision. The applicable full UM policy is [ACA.AR.600.001](#) and should be consulted by any student concerned with academic misconduct or plagiarism. In most cases, academic misconduct and/or plagiarism should be completely avoidable: if you are ever uncertain whether or not you are committing academic misconduct or plagiarism, ask your instructor before submitting work for grading.

Class Decorum

The classroom is a place of learning; others are paying to be here too. Please make sure not to distract others from learning and to respect the opinions of others. From time to time we will review each other's writing, either in peer review sessions or by workshopping an essay. Please follow the guideline of being a "critical friend" in all of your reviewing of classmates' work.

Policies Subject to Change

All information in this syllabus is subject to change at any time, especially during the first weeks of the semester. I will announce changes to our schedule during class time and also via Blackboard. You are responsible for changes to the schedule as they arise, regardless of whether or not you attend class.

University Writing Center

Aside from one-on-one meetings with teachers during office hours, the best way to improve your writing is to work with writing consultants at one of the University's Writing Centers. On the Oxford campus, the writing center is on the 3rd floor of Lamar Hall and online. Writing consultants will work with any student writer working on any project in any discipline. To learn more about Writing Center locations, hours, scheduling and services, please go to <http://rhetoric.olemiss.edu/writing-centers/>.

Make contact with a Writing Center consultant early and often. Working with a writing consultant is easy, and you have access to face-to-face and online sessions. You may also upload a draft of your paper once you have made the reservation for a session. If you want to see how an online session works, a how-to video is available for students.

Many successful students begin going to the Writing Center with their first essay and continue working with the writing center over the course of a semester, making appointments with writing consultants for each essay they write. The goal of the Writing Center is to help students become better, independent writers, so the writing consultants don't "proofread" or merely "correct" errors. Instead, they do something better - they will help you to brainstorm, talk about research and explore resources, and help you improve your editing strategies. Remember, online appointments are available. If you have questions about the writing center, use the LiveChat tool on our website to talk with someone in the writing center, call us at 662-915-7689, or send email to cwrwc@go.olemiss.edu.