RWS 3357
Issues in Technology and Rhetoric

CRN:26366 // Wednesdays 12:00 PM - 1:20 PM in UGLC 234, Hybrid Course
INSTRUCTOR // Dr. Levi Martin, lrmartin@utep.edu
OFFICE // Hudspeth Hall 207, Monday/Tuesday/Thursday 10 AM - 2 PM, Wednesday 10 AM - 11 AM

Course Description: This course serves as an introduction and grounding in issues where technology and rhetoric meet. Technology and rhetoric are naturally imbricated with one another and include a multitude of practices from composition and consumption to user-experience and user-perceptions. Throughout this course, students will not only learn about how technology and rhetoric inform one another, but will also work to evaluate technological practices and even develop their own technological compositions. Drawing from the fields of Rhetoric and Technical Communication, students will develop skills for research, writing, and project development. This course follows the following key concepts, values, and goals:

- Rhetoric
- Language
- Empathy
- Accountability
- Localization

Through all of these concepts and values we will strive to achieve the following goals:

- Learn and practice concepts and strategies in technical communication and user experience;
- Draw on, share, and expand our communicative, cultural, and technical resources;
- Collaborate ethically with others, in and beyond the classroom;
- Develop contextualized, culturally-responsive measures to assess our work; and
- Cultivate and participate in feedback-rich environments in and outside of the classroom.

Course Hybrid Nature: This course will use Blackboard as the primary online interface. As this course is designated as a “hybrid” course, a substantial amount of the course work will take place outside of the classroom. It the responsibility of the student to make time to complete the assigned tasks on time and be ready to participate in class.

Syllabus: This syllabus is available on Blackboard. While the syllabus is a binding document, portions, such as the course calendar, are subject to change by written notice. A current draft of the syllabus and calendar will always be available on Blackboard. Any modifications to the syllabus will be announced in the course modules or announcements.

Required Texts: This course does not have any required textbooks. However, there are a number of journal articles that will be assigned as reading that will either (1) be provided on BlackBoard, or (2) a citation will be given requiring students to obtain the reading from the UTEP Library. In addition to these readings, home access to the internet and a smartphone are highly recommended.
**Attendance:** As this is a hybrid course, your attendance to the weekly, face-to-face meetings is extremely important as we have a limited amount of time together. In addition to attending the weekly face-to-face course, the work you complete online is also part of your attendance. **Missing more than 2 face-to-face meetings may result in your being dropped from the course.**

**Assignments and Project:** Assignment sheets will be posted to Blackboard as they become relevant to the course. All assignments are to be submitted via BlackBoard, unless otherwise noted, in the related course module by 11:59 PM on the assignment’s due date (see course calendar).

The assignments for this course are as follows (please see the related assignment sheet for a detailed description of the assignment):

- Participation - 10%
- Weekly Blog - 20%
- Experience Report - 10%
- Podcasting - 30%
  - Genre Analysis - 10%
  - Proposal - 5%
  - Podcast Exploration & Analysis - 15%
- YouTube - 30%
  - Genre Analysis - 10%
  - Proposal - 5%
  - YouTube Channel Exploration & Analysis - 15%

This course works on a 1,000 point scale and final grades will be determined using the scale below. Grades will posted to Blackboard. Please see me during my office hours if you wish to discuss your grades.

A=900-1,000 points  
B=800-899 points  
C=700-799 points  
D=600-699 points  
F=599 or fewer points

**Compositions:** Your written work is a reflection of your capabilities and efforts and comprises the majority of your final grade. You are therefore expected to produce high-quality, sophisticated documents. A part of that quality if the appearance of your work. Neatness, visual appeal, and mechanical and grammatical correctness are important, although, they do not, alone, guarantee a well-made text (or a good grade). Your written documents should have appropriate margins, spacing, pagination, and formatting. Your productions in electronic and other media should be well-designed. In short: **take pride in your writing and aim to produce high quality documents.**

**Late Work/Missed Assignments:** Late work is not accepted. Please note the due dates listed in the course calendar and plan ahead. With this being a hybrid course, all of your work will be digital compositions. That being the case: save early, save often, and save in multiple places. Losing materials because of computer crashes, disk problems, internet issues, etc. is NEVER an excuse for late or incomplete assignments. Additionally, I will not grade assignments submitted via e-mail. You must submit all assignments via Blackboard. E-mailing an assignment is never an option. Do not e-mail me and assume I will accept the assignment as I will not. You should plan for time in case you run into issues with Blackboard as it does happen.
Sending an email with your assignment attached because you were not able to get it working on Blackboard or because the wrong version of your document was mistakenly uploaded is not acceptable and does not count as submitting your assignment.


We will be talking about audience a lot in this course, and I want you to keep in mind that you are speaking to a professional audience. Additionally, this is a professional writing course and you should take this into account in all writing you do for this course (postings, responses, assignments, and even emails). When you email me, you should do so in a professional, workplace manner using the conventions and practices discussed in this course. Emails must be professionally composed and workplace appropriate. Emails that do not meet this standard will be responded to with a reminder to adhere to the appropriate conventions. Additionally, please include your course name and CRN (33984) in your emails.

Course Policies: Please refer to the following policies for this course. If you have any questions, please see me during my office hours or send me an email and I will be happy to help.

- It is your responsibility to manage your workload, complete all assignments, and stay on top of your grades. It is also your responsibility to arrange an office meeting with me (or stop by during my office hours) to discuss questions and/or concerns. The earlier you contact me with questions and/or concerns, the sooner you speak with me, the better we can deal with any issues.
- The University Writing Center (UWC) is available to all UTEP students and I encourage you to make use of the UWC during the planning, drafting, and/or revising phases of writing any assignment in this class. The trained writing consultants can help give you a fresh perspective on ideas and help you things like correctness, formatting, etc. The UWC is located on the main floor of the library, to the right of the elevators and computer lab.
- I take plagiarism very seriously. An act of plagiarism (or other form of academic dishonesty) will result in failing the course and may include other University disciplinary actions, such as suspension or expulsion. You should familiarize yourself with the ethical guidelines for conduct spelled out in the Student Affairs section of the Handbook for Operating Procedures. Additionally, please be aware that you may not submit work for this class that was produced for another class—even if it was a previous attempt at a Technical Writing course. You must produce your own original work in this class and appropriately identify any portion of your work which is collaborative, borrowed from others, or which is your work from other contexts. Always cite your information. If you have doubts as to whether or not you are using others’ work legally and ethically, ask me or stop by the UWC. Follow this primary principle: be upfront and honest.
- The American with Disabilities Act (ADA) requires that reasonable accommodations be provided for students with physical, sensory, cognitive, learning, and psychiatric disabilities. If you suspect that you have a disability and need accommodation, please contact The Center for Accommodations & Support Services (CASS) at 915.747.5148 or at cass@utep.edu. The CASS office is located in Room 106, Union East. Students are responsible for presenting the instructor with any CASS accommodation letters and instructions.
A tentative reading and assignment schedule follows, but it may be adjusted as needed. Complete all reading and assignments by the Friday of the assigned week and note the listed due dates. If there are conflicts between this schedule and the information posted to Blackboard, please contact me for clarification.

- **Week 1: Tuesday, January 21, 2020 - Saturday, January 25, 2020**
  - Weekly Reading: none
  - Due by Friday @ midnight: Introduction Post

- **Week 2: Sunday, January 26, 2020 - Saturday, February 1, 2020**
  - Weekly Reading: *The Gutenberg Elegies: Chapter 6 & Chapter 8*
  - Due by Friday @ midnight: Weekly Blog #1

- **Week 3: Sunday, February 2, 2020 - Saturday, February 8, 2020**
  - Weekly Reading: *Beyond Imagination: The Internet and Global Digital Literacy - Lester Faigley*
  - Due by Friday @ midnight: Experience Report, Weekly Blog #2

- **Week 4: Sunday, February 9, 2020 - Saturday, February 15, 2020**
  - Weekly Reading: *From Pencils to Pixels: The Stages of Literacy Technologies - Dennis Baron*
  - Due by Friday @ midnight: Weekly Blog #3

- **Week 5: Sunday, February 16, 2020 - Saturday, February 22, 2020**
  - Weekly Reading: *Podcasting and Perfomativity: Multimodal Invention in an Advanced Writing Class - Leigh A. Jones*
  - Due by Friday @ midnight: Weekly Blog #4

- **Week 6: Sunday, February 23, 2020 - Saturday, February 29, 2020**
  - Weekly Reading: *The Serial Commodity: Rhetoric, Recombination, and Indeterminancy in the Digital Age - Ellen McCracken*
  - Due by Friday @ midnight: Podcast Genre Analysis

- **Week 7: Sunday, March 1, 2020 - Saturday, March 7, 2020**
  - Weekly Reading: *Semiotic Domains: Is Playing Video Games a “Waste of Time”? - James Gee*
  - Due by Friday @ midnight: Weekly Blog #5

- **Week 8: Sunday, March 8, 2020 - Saturday, March 14, 2020**
  - Weekly Reading: *Localizing Communities, Goals, Communication, and Inclusion: A Collaborative Approach - Ann Shivers-McNair*
  - Due by Friday @ midnight: Podcast Proposal

- **Week 9: Sunday, March 15, 2020 - Saturday, March 21, 2020**
  - Spring Break - No class

- **Week 10: Sunday, March 22, 2020 - Saturday, March 28, 2020**
  - Weekly Reading: No reading - Work Week
  - Due by Friday @ midnight: Podcast Exploration Analysis
• Week 11: Sunday, March 29, 2020 - Saturday, April 4, 2020
  • Weekly Reading: The Digital: Rhetoric Behind and Beyond the Screen - Casey Boyle, James J. Brown Jr., & Steph Ceraso
  • Due by Friday @ midnight: Weekly Blog #6

• Week 12: Sunday, April 5, 2020 - Saturday, April 11, 2020
  • Weekly Reading: Tubing the Future: Participatory Pedagogy and YouTubeU in 2020 - Geoffrey V. Carter, Sarah J. Arroyo
  • Due by Friday @ midnight: YouTube Genre Analysis

• Week 13: Sunday, April 12, 2020 - Saturday, April 18, 2020
  • Weekly Reading: Rediscovering the “Back-and-Forthness” of Rhetoric in the Age of YouTube - Brian Jackson & Jon Wallin
  • Due by Friday @ midnight: Weekly Blog #7

• Week 14: Sunday, April 19, 2020 - Saturday, April 25, 2020
  • Weekly Reading: TBD
  • Due by Friday @ midnight: YouTube Proposal

• Week 15: Sunday, April 26, 2020 - Saturday, May 2, 2020
  • Weekly Reading: The Critique of YouTube-based Vernacular Discourse: A Case Study of YouTube’s Asian Community - Leu Guo & Lorin Lee
  • Due by Friday @ midnight: Weekly Blog #8

• Week 16: Sunday, May 3, 2020 - Saturday, May 9, 2020
  • Weekly Reading: No reading - Work Week
  • Due by Friday @ midnight: YouTube Exploration Analysis