

### **About this Class**

This course is designed to expose you to critical traditions and techniques in the analysis of a wide variety of texts, including those produced in professional, academic, and domestic settings. Students enrolled in the course will gain insights to the rhetorical dimension of communication by examining how texts composed in various media--oral, written, visual, blended--are produced, responded to, circulated, and adapted to new purposes. The reading load averages 30-40 pages per week.

### **Your Objectives**

- To learn how texts are produced and circulated in different settings
- To think about the ways we are embedded in a textual universe
- To think about the ways we combine text, speech and image to produce meaning

### **Textbooks**

- Bazerman & Prior (Eds). *What Writing Does and How It Does It*.
- Stephen Levy. *Scrolling Forward*.

### **Website**

Everything you need for the class (syllabus, assignment descriptions, schedule) will be posted to Moodle. I will post notes after each assigned reading class.

### **How to Contact Me**

I keep office hours Wednesdays between 1 and 4pm, or by appointment. My office is Tompkins 276 and my googlephone number is 304.554.9881. However, the best way to catch me is via email, at [hjburges@ncsu.edu](mailto:hjburges@ncsu.edu). I try to turn around emails within 48 hours, but emailing me 3 hours before class starts is not the best way to tell me your puppy ate your homework.

### **Honor and Integrity**

In addition to the usual minimum requirements (turning in assignments on time, coming to class, etc.), I expect you to fully participate in in-class exercises and discussion, and to treat me and your fellow students with the respect every human being deserves. You will receive an automatic zero on all plagiarized work. *I am required to report all incidents of plagiarism, even if we arrange to make up the work in some way.* Students are required to comply with the university policy on academic integrity found in the Code of Student Conduct found at <http://policies.ncsu.edu/policy/pol-11-35-01>.

### **Accommodations for Disabilities**

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with the Disability Services Office (<http://www.ncsu.edu/dso>), 919-515-7653.

### **Non-Discrimination Policy**

NC State University provides equality of opportunity in education and employment for all students and employees. Accordingly, NC State affirms its commitment to maintain a work environment for all employees and an academic environment for all students that is free from all forms of discrimination. Discrimination based on race, color, religion, creed, sex, national origin, age, disability, veteran status, or sexual orientation is a violation of state and federal law and/or NC State University policy and will not be tolerated. Harassment of any person (either in the form of quid pro quo or creation of a hostile environment) based on race, color, religion, creed, sex, national origin, age, disability, veteran status, or sexual orientation also is a violation of state and federal law and/or NC State University policy and will not be tolerated. Retaliation against any person who complains about discrimination is also prohibited. NC State's policies and regulations covering discrimination, harassment, and retaliation may be accessed at <http://policies.ncsu.edu/policy/pol-04-25-05> or

[http://www.ncsu.edu/equal\\_op/](http://www.ncsu.edu/equal_op/). Any person who feels that he or she has been the subject of prohibited discrimination, harassment, or retaliation should contact the Office for Equal Opportunity (OEO) at 919-515-3148.

### **Late Work/Absences**

I've attached three "free" vouchers to your syllabus. Use them wisely! Each voucher is worth one class absence or one late day (where "day" means the next class session) on an assignment, no questions asked. When you choose to "cash in" your voucher, attach it to your late assignment or give it to me the next class session. When your vouchers are used up, you'll be penalized by 1/3 of a letter grade, either on the late assignment or (if you have more absences than vouchers) on your final grade; i.e. a B+ will be reduced to a B, and so on. *Owing to repeated abuse of the "but I emailed it to you" narrative, I do not accept emailed assignments without prior arrangement. If you do not receive an emailed receipt, I have not received your assignment.*

### **Assignments and Assessment**

We'll go over each assignment in more detail in class, but in summary they consist of:

- 20% Reading Responses and In-class Discussion (due each class session)
- 20% Googleography (due February 5th)
- 20% Midterm Exam (in-class February 19th)
- 20% Diary Projects (due March 17<sup>th</sup> and March 31<sup>st</sup>)
- 20% Document Analysis Paper (due April 23<sup>rd</sup>)

### **Reading Responses and In-Class Discussion (20%)**

In preparation for classes with assigned reading, you will be expected to write a short response (minimum 3 paragraphs) to the text. These responses should be posted to Moodle BEFORE you come to class that day. I may ask you about your response in-class, so be prepared! See the next page for grading criteria.

### **Googleography (20%)**

You will conduct a biography of yourself, using Google and following a number of tasks designed to get you thinking about your place in our electronic world.

### **Midterm (20%)**

Based on the readings up to that point in the semester.

### **Diary Assignment #1: "A Day Without Texts" (10%)**

For this exercise, you will choose one normal day, and spend the day without recourse to any text. That means, no reading, no writing, no Internet, no text messaging. The exception to this is that you will document what happens during the day and write it up as a diary. Be honest and reflective about the process: what limitations did you find, what were the moments you really missed text, etc.

### **Diary Assignment #2: Information Space Field Assignment (10%)**

In mid-March, you'll conduct a field assignment instead of coming to class. On Tuesday, during regularly scheduled class time, you will visit a physical space that is organized via information (eg a library, a grocery store, a parking garage, something else). You'll assign yourself some tasks to complete, and document how you move through the space, how you find what you're looking for, and how the information space is organized. On Thursday, you'll visit an analogous space online (eg an online library, grocery, bookstore etc) and attempt to repeat the same tasks. The following week, we'll come back together to talk about your experiences.

### **Document Analysis Paper (20%)**

Due on the final day of class. Following Levy's example, you will analyze a personal document. 6-10 pages, Times 12pt double spaced.

### **How I Grade**

I use “contract grading.” This means you choose your grade according to the level of effort you want to put into it. No surprises.

For each assignment you’ll be given a list of requirements that you must meet to reach a specific letter grade. If you do particularly well in the letter category you choose, I’ll add on a plus (or, conversely, a minus, if the work meets requirements but only barely). “Doing well” means error-free written expression and interesting, insightful commentary. “Only barely” means multiple errors in written expression or evidence of minimal effort.

### **Example: Reading Response grading criteria**

For each class, you must write a response to the assigned reading and post it to Moodle *before* class.

**In order to receive an A** you’ll need the following, labeled appropriately with headers:

1. Minimum three paragraphs,
2. a summary of the main ideas in the article (cited by page number – at least three),
3. connection between those ideas and others you’ve read or experiences you’ve had, and
4. an evaluation of the strength/weakness of the ideas.

**In order to receive a B** you’ll need the following, labeled appropriately with headers:

1. Minimum three paragraphs,
2. a summary of the main ideas in the article (cited by page number – at least three), and
3. connection between those ideas and others you’ve read or experiences you’ve had.

**In order to receive a C** you’ll need the following, labeled appropriately with headers:

1. Minimum three paragraphs, and
2. a summary of the main ideas in the article (cited by page number – at least three).

If the response does not meet minimum requirements for a C, it will receive an F. Late reading responses will be accepted with a voucher, but remember you only have three.

## **SCHEDULE (subject to revisions!)**

Jan 8	Introductions
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Jan 13	Read & respond: Bazerman/Prior Chapter 1. Also State of the Union posted online.
Jan 15	Read & respond: Bazerman/Prior Chapter 2
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Jan 20	Read & respond: Bazerman/Prior Chapter 3
Jan 22	Read & respond: Bazerman/Prior Chapter 4
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Jan 27	Googleography brainstorming session
Jan 29	Read & respond: Bazerman/Prior Chapter 6
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Feb 3	Read & respond: Bazerman/Prior Chapter 7
Feb 5	<b>Googleography due</b>
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Feb 10	Read & respond: Bazerman/Prior Chapter 9
Feb 12	Read & respond: Bazerman/Prior Chapter 10 and Economist Article
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Feb 17	Exam review session
Feb 19	<b>Midterm exam</b>
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Feb 24	Read & respond: Levy, Introduction and Chapter 1
Feb 26	Read & respond: Levy, Chapter 2
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Mar 3	Read & respond: Levy, Chapter 3
Mar 5	Read & respond: Levy, Chapter 4
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Mar 10	SPRING BREAK
Mar 12	SPRING BREAK
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Mar 17	<b>Day Without Texts diary due</b>
Mar 19	Read & respond: Levy, Chapter 5
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Mar 24	Information space fieldwork
Mar 26	Information space fieldwork
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Mar 31	<b>Information Space diary due</b>
Apr 2	SPRING HOLIDAY
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Apr 7	Read & respond: Levy, Chapter 6
Apr 9	Read & respond: Levy, Chapter 7
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Apr 14	Read & respond: Levy, Chapters 8 & 9
Apr 16	Conferences – make an appointment
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Apr 21	Conferences – make an appointment
Apr 23	<b>Document Analysis due</b>

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VOUCHER 3

Good for one absence, or one class late on a graded assignment.  
No explanation or excuse required.

NAME: \_\_\_\_\_ USED FOR: \_\_\_\_\_ DATE: \_\_\_\_\_

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VOUCHER 2

Good for one absence, or one class late on a graded assignment.  
No explanation or excuse required.

NAME: \_\_\_\_\_ USED FOR: \_\_\_\_\_ DATE: \_\_\_\_\_

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VOUCHER 1

Good for one absence, or one class late on a graded assignment.  
No explanation or excuse required.

NAME: \_\_\_\_\_ USED FOR: \_\_\_\_\_ DATE: \_\_\_\_\_

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