HU 3151
The Rhetoric of Everyday Texts
T/TH 3:35-4:50 Fisher Hall 225

Patricia Ericsson: 313 Walker, 487-3230; plericss@mtu.edu
Office Hours: T/TH 2:30-3:30

Textbooks

Picture This: How Pictures Work Molly Bang
Design/Writing/Research Ellen Lupton and Abbott Miller
The Electronic Word Richard Lanham

Course Description

Catalog: The examination and production of everyday texts such as images, e-mail, web pages, signs, museum exhibits, architecture, and fashion in terms of their theoretical, historical, cultural, and technological contexts. Students should expect to produce "everyday texts" of their own as well as write about texts examined in the course.

General: The goal of this course is to provide a rhetorical understanding of the rich variety of media in which we live--the media that shape us as we shape them. These media include texts that are oral, written, pictorial, electronic and more. We will discover the "everyday texts" in our "everyday lives" and attempt to understand the rhetorical dimensions of those texts. In addition, we will create and analyze new "everyday texts" throughout the duration of the course.

Policies and Procedures

Attendance: You must attend class. Class participation is 20% of your grade. Your grade will be impacted drastically by more than three absences.

Punctuality: All assignments must be handed in on time. Any late assignments will receive lowered grades.

Changes: I reserve the right to revise the syllabus or course schedule to better serve our needs.

Assignment completion: All assignments must be completed to pass this course.

MTU's Policy on Discrimination and Harassment: MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act (ADA) of 1990. If you have a disability and need reasonable accommodations for equal access to education and services at MTU, please call Dr. Gloria Melton, Associate Dean of Students (7-2212). For other concerns about discrimination, you may contact your advisor, department chair, or the Affirmative Action Office, (7-3310).

MTU's Policy on Academic Integrity: Plagiarism and cheating are serious academic offenses. MTU's Academic Integrity Policy defines plagiarism as "knowingly copying another's work or ideas and calling them one's own or not giving proper credit or citation." Plagiarism and cheating are not only dishonest, but also cheat you out of learning, the primary reason you are here.

Grading

Class participation and in-class writing 20%
Project #1 15%
Project #2 20%
Project #3 20%
Final Project 25%
### January

15  Intro to class
17  p. 1-53; discussion
22  p. 54-91; discussion
24  Project workshop and Project 1 assignment
29  Presentation of Project 1: oral and written
31  創造力 p. viii-23; discussion

### February

5   創造力 p. 24-32
7   Winter Carnival Break
12  創造力 p. 33-49
14  創造力 p. 50-70
19  Project workshop and Project 2 assignment
21  Presentation of Project 2: oral and written
26  ix-xiv & 3-28
28  29-52

### March

5   Spring Break
7   Spring Break
12  53-96