COURSE DESCRIPTION
This class will help strengthen your abilities in all areas of communication by a combination of individual and small group assignments based on class discussions and background reading in texts, online sources, and research. You will also be analyzing the oral, written, and visual communication of others to determine what kinds of communication media and strategies are appropriate for different situations. The goal is to empower you as multi-dimensional communicators using both print and electronic media. The focus of this particular class will be a study of modes of media and communication, and the effect they have had upon you and the rest of society.

MORE SPECIFIC COURSE GOALS
By the end of this semester I would like you to be able to apply the following principles outside of the classroom:

- Rhetorical Analysis
- Audience Analysis
- Graphic Design Principles (CRAP)
- Natural Voice in Academic/Work Discourse

TEXTS

GRADING POLICIES
Your grade is based on class participation, projects (written assignments, oral and visual presentations), journaling/reading responses, attendance, & your final portfolio. It is to your benefit NOT to throw anything away from this class, as all assignments, big or small, may need to be included in your final portfolio.

Small assignments will NOT receive a final letter grade until the end of the semester (excluding oral presentations) so that you will have the chance to revise according to constructive feedback you receive from me and your classmates.

Reading responses and journal entries will receive a checkmark, however, I keep records of how well you are doing writing them, and I also comment them.

You must complete all assignments to receive a passing grade in this course. I will not accept late work (usually).
All group projects will be given time in class to be worked on. Use it!

Class Participation: 15%
Journaling/Reading Responses: 15%
Short Papers: 20%
Presentations: 20%
Final Research Paper (all drafts): 15%
Group Work 15%

ATTENDANCE
Attending this class is important, particularly as you are graded on participating in classroom discussion as well as in-class writing activities. Because of this, you should consider attendance to this class mandatory. Students are allowed to miss three classes per semester; subsequent absences will affect your grade.

Attendance will be collected via sign in during all class periods when work is not turned in in-class. Having another student sign your name (or you yourself signing another student’s name) will result in TWO unexcused absences for both parties.

If you have to miss class for any reason I recommend speaking to me. If you are going on a plant trip or have an interview, doctors appointment, or other University excused absence, you are guaranteed an excused absence in revisions. However, I will excuse other absences if you talk to me, and I will not excuse “any” absence unless I know why you were gone. Remember, three excused absences is essentially the same as never missing, so why not try to speak to me about it? I am willing to work with “all” students on turning in even late assignments.

MTU’S POLICY ON ACADEMIC INTEGRITY
Plagiarism is considered cheating, and is a serious academic offense. MTU’s Academic Integrity Policy defines it as “knowingly copying another’s work or ideas and calling them one’s own or not giving proper credit or citation,” and it covers copying sections, major ideas, or entire papers from printed or electronic sources as well as handing in papers written by other students. Plagiarism is not only dishonest but it prevents you from learning, the primary reason you are here. If you ever have further questions about this issue, please talk to me or consult a coach in the Writing Center (7-2007).

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 accommodation 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).

EXTRA CREDIT
Students submitting material to the literary journal C before January 31st, or for next year, will recieve extra credit whether or not their materials are published. Other extra credit will be given for fetching class materials (like wandering overheads) when they are not present.
Extra credit in visual communication may be given for working on Winter Carnival statues providing the student can “prove” they worked on a particular statue.

COURSE SCHEDULE
I reserve the right to revise the syllabus and/or course schedule to better serve student needs.
Students will be made aware of any and all changes to this syllabus and schedule, which will be posted on the class website. Readings and responses are due on the day they appear on the schedule. Be prepared for class discussion, and often, to write a brief response to the piece before class. Reading response length should be one page, typed, 12 pt. Times
Jan 13
Course Introduction
Surveys
Some class "rules" decided

Jan 15
Rhetoric Definition Due: Rheotric, Ethos, Logos, Pathos.
Please relate to personal experience (if you can)

Jan 17
Rhetoric of Neutrality, pg. 373-385
Other kinds of Revision: Muntzing (on the web)
Bring in two documents, one which you believe to be
rhetorically neutral, one which is not. Analyze in small
groups

Jan 20
Martin Luther King Recess

Jan 22
Non-Designers, pg. 11-62

Jan 24
Non Designers, pg. 75-126
2-3 page essay (all of Non-Designer's Design Book)
In class: Bring in two ads: one which uses the CRAP
principles and one that does not to analyze in groups

Jan 27
Paper topics chosen/assigned
Paper guidelines
MLA documentation

Jan 29
Rhetorical Analysis: In class (important!!)

Jan 31
Technology in emergent cultures, rhetoric of children's
television: watching "Manny's Land of Carpets" (Fraggle
Rock)

Feb 3
Commemorating in the Theme Park Zone, pg. 185-223
Women Who Turn the Gaze Around, pg. 25-30
Reading Response

Feb 5
Rhetorical Situations, pg. 330-339

Feb 7
The Pursuit of Happiness, pg. 1-24
Language, Politics, and Power, pg. 51-63
Swastica Chic, pg. 325-327

Feb 10-12
Rock & Roll as a Cultural Practice, pg. 139-154
What other ways are there? pg. 481-490
Generic Criticism, pg. 117-127

Feb 14
Winter Carnival Recess

Feb 17
Show and Tell, pg. 454-477
On Web: Road to Perdition. Interview with the author
In Class: Visual and Written Communication: Graphic
Novels

Feb 19
In class: In groups, students will rhetorically analyze a
scene (or scenes depending on length) out of a graphic
novel. Each group will present their findings.  
*Graphic Novel Project Assigned*

Feb 21  
In class: Continue brief presentations (if necessary)  
In the same groups, script a short scene out of the same novel (turning visual/written to oral/visual)

Feb 21-28  
In class work time on graphic novel project  
28th: Graphic Novel Paper Due (2-3 pages)

Mar 3-7  
Spring Break

Mar 10  
1 day catch up

Mar 12-14  
Presentations of skits

Mar 17  
In class: Explanation of peer review process. Sample forms handed out. Students will have the chance to edit the forms to get the feedback that they desire.

Mar 19  
*Rough Draft of Critical Analysis Research Papers due*  
*Peer Review, bring 3 copies*

Mar 21, 24, 26  
Class cancelled for individual conferences with the instructor

Mar 28  
*Absolute Powerpoint, pg. 387-393*  
*Reading Response*

Mar 31  
Revision instruction

Apr 2  
The Paramedic Method

Apr 4  
Free work day

Apr 7-11  
*Individual Presentation of Critical Analysis Research Papers*  
*Groups for Final Projects formed*  
*Final papers due at time of presentation*

Apr 14-18  
In class work time (18th: in class oral project update)  
*Portfolio guidelines assigned*

Apr 21-25  
In class work time (25: in class oral project update)

Apr 28, 30  
*Presentation of Final Group Projects*

May 2  
*Work on Portfolio*  
*Portfolios due December 13th during class*