REVISIONS: ORAL, WRITTEN, AND VISUAL COMMUNICATION
(tentative syllabus)

Section 21, MWF 1:05-1:55, 143 Walker
Instructor: Merle Niemi Kindred
Office hours: MWF 2-3 in the CCLI (1st floor Walker) and by appointment in official office: 312 Walker
Home phone: 482-7803
Academic email: mkindre@mtu.edu (checked at least MWF)
Personal email: mkindred@pasty.com (checked often each day)

COMMUNICATION
You are reading the basic syllabus on paper; it will subsequently be adjusted online at http://www.hu.mtu.edu/~mekindre to keep pace with the evolving needs of the course. We will communicate in class, via the Internet, and by conferencing either individually or in small groups. Our class listserv is: revisions21-1@mtu.edu. (Note the symbol after the course number is a lower case "L.")

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 and online sources, and from research. You will be analyzing the oral, written, and visual communication of yourself and others to determine what kinds of communication media and strategies are appropriate for different situations. The goal is to empower you as a multi-dimensional communicator.

COURSE MATERIALS
The Non-Designer's Design Book, Robin Williams
All the pdfs for the course are at http://www.hu.mtu.edu/revisions

ATTENDANCE
Regular attendance is critical to success in this course. If you miss more than two classes, we will talk.

GRADING
You are to exert maximum energy in all areas of exchange: class and online participation, written work, oral presentations, and final research project & oral presentation. You have the opportunity to revise written assignments within a week of receiving a grade for regrading (except the final project).
WORKLOAD
At university level, 1 hour in class = 3-1/2 hours readings, research, writing, rehearsal, etc. We meet for 2-1/2 hours per week, so expect roughly 8 hours of out-of-class work.

MTU’S POLICY ON ACADEMIC INTEGRITY
Cheating and plagiarizing will not be tolerated. 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,” and the policy covers copying sections or entire papers from printed or electronic sources as well as handing in papers written by students for other classes or purchasing academic papers. Resist the temptation. All work is to be original with full documentation for quotations and paraphrases. If you ever have any questions about this issue, or about how to cite someone else’s work properly, please talk with me or consult a coach in the Writing Center.

Know that you will be confronted directly by me if any assignment that is a radical departure from your usual style is submitted.

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 contact Dr. Gloria Melton in the Dean’s Office (487-2212). For other concerns about discrimination, you may talk with your instructor, your advisor, a department chair, or the Affirmative Action Officer (487-3310).

CLASS CALENDAR

SECTION 1: EMERGENT STRATEGIES: introduction to integration of oral, written, and visual communication; discussion of rhetorical principles.

WEEK 1 - Jan. 13-17
Discussion:
Introduction to course – syllabus & texts, demographics of class, how we learn as a species, communication, collaboration, and synchronicity.
Readings:
• Collaboration: “Every Student Teaches, Every Teacher Learns” (Jan. 15)
• Communication: “We, the Jury” (Jan. 17)
Assignments:
• Class readings and responses via direct email to me until our listserv is operational.
• Due Friday the 17th: 500 words on the good, the bad, and the funny of your communication experiences in the areas of oral, written, and visual exchange.

WEEK 2 - Jan. 20-24 (no class Mon. – MLK birthday)
Discussion:
Introduction to rhetorical concepts.
Readings:
• Rhetorical concepts: "Fighting for Our Lives" (pdf file) (Jan. 22)
• Speech: "I Have a Dream" (Jan. 24)

Assignments:
• Class readings and responses [This will automatically be a regular part of the course
  and will not be mentioned again under weekly assignments.]
• Selection of motivation or value topic for exploration

WEEK 3 - Jan. 27-31
Discussion:
Rhetorical concepts in connection to motivations and values, responsibility, and ethics;
visual argument; speech anxiety.
Readings:
• Rhetoric: "Rhetoric of Neutrality" (Jan. 27)
• Visual communication: "Swastika Chic" (Jan. 29)
• Speaking: "Inviting Transformation" (Jan. 31)
Assignments:
• SECTION 1 ASSIGNMENT DUE: Present 3-minute introduction (oral) of graphic essay
  (visual) on the chosen motivation or value along with 750-word report elaborating on
  the significance of the concept in relation to current life challenges. [Half the class will
  present on the 29th and half on the 31st.]
• Peer feedback and evaluation

SECTION 2: COMMUNICATION IN CONTEXT, PART 1: focusing on specific
motivations or values for critical analysis of message and purpose

WEEK 4- Feb. 3-7
Discussion:
Review of Section 1 results & Section 2 goals, continued discussion of rhetorical principles
and issues of motivations and values, discussion of design of overheads and visual aids.
Readings:
• Design: The Non-Designer's Design Book (Feb. 3 & 5)
• Speech/collaboration: "Small-Group Communication and Problem-Solving" (Feb. 7)
Assignments:
• Begin in-depth research on a motivation or value (doesn't have to be one chosen prior)
in pairs and consider how to most effectively communicate this concept to a specific
audience. Be especially sensitive to visual communication.

WEEK 5- Feb. 10-12 (Winter Carnival Recess Feb. 13-16 - no
class Friday)
Discussion:
Visual design, persuasive speech techniques, criteria for evaluation.
Readings:
• Design: "Absolute PowerPoint" (Feb. 10)
Assignments:
• 3-minute persuasive speeches (Several of the pairs on the 10th and the balance on the
  12th) with peer and self evaluations
WEEK 6- Feb. 17-21
Discussion:
Critical analysis, intention, argument, audience, the visual as rhetorical, continued critiques of communication materials, research principles and sources, mid-term assessment.
Readings:
• Rhetorical concepts: "Commemorating in the Theme Park Zone" (Feb. 17)
Assignments:
• Begin research and gathering of materials (at least two pieces of communication) on a topic, issue, situation, or organization that appeals to you for critical analysis of communication effectiveness.

SECTION 3: COMMUNICATION IN CONTEXT, PART 2: continued focusing on a specific topic, issue, situation, or organization for critical analysis leading to individual research paper and informative presentation.

WEEK 7- Feb. 24-28
Discussion:
Work on subject of critical analysis research paper & get feedback from peers and instructor; review and critique of sample research papers; discussion of audience, organization, writing techniques, and page design.
Readings:
• Design: "How Documents Engage Readers' Thinking and Feeling" (Feb. 24)
Assignments:
• Subject of critical analysis research due
• Work on first draft of critical analysis research paper

March 1-9: Spring Break

WEEK 8- Mar. 10-14
Discussion:
Presentation techniques and analysis, rhetorical concepts of speech, critical analysis research papers
Readings:
• Speech: "The Power of Sadam Hussein's War Rhetoric" (Mar. 10)
• Speech: "Involvement strategies in a speech by the Reverend Jesse Jackson" (Mar. 12)
Assignments:
• First draft of critical analysis research paper due (1250 words).

WEEK 9- Mar. 17-21
Instead of standard class sessions, conferencing with instructor on first draft of papers and speech practice with instructor and peer evaluator.

WEEK 10- Mar. 24-28
Discussion:
More on delivery strategies for formal presentations, class development of evaluation criteria for speeches, in-class presentations

Assignments:
SECTION 3 ORAL ASSIGNMENT DUE: 5-minute individual persuasive oral presentations on critical analysis research with outline; peer evaluations

WEEK 11- Mar. 31-Apr. 4
Discussion:
Workshop on writing and revising, tips on style, citation, plagiarism, ethics, policies, document design in relation to cultural understanding, roles and strategies for persuasion and argument

Readings:
• Design: "Period Styles" (Mar. 31)
• Writing: references on revision, style, etc.

Assignments:
SECTION 3 WRITTEN ASSIGNMENT DUE: final critical analysis research paper (1250 words).

SECTION 4: COMMUNICATING WITH COMMUNITY: groups of 3 or 4 work as "design teams" and present a project proposal to instructor and class for feedback, then create a draft and "mock up" of the final research product and do a 15-minute group presentation explaining rationale for design and development based on their designated audience

WEEK 12- Apr. 7-11
Discussion:
Review of Section 2 & 3 results & Section 4 goals, formation of small groups, development of criteria and guidelines and review examples of final research projects.

Readings:
• Design: "Show and Tell" (Apr. 7)
• Civic advocacy: "Language, Politics, and Power" (Apr. 9)

Assignments:
• Work on concept proposal for final research project

WEEK 13- Apr. 14-18
Discussion:
Meet again in designated small groups to discuss projects, consideration of culture and diversity in design and preconceptions, focus on audience, power of the word in society and connection to listening and viewing, and portfolio requirements.

Readings:
• Culture: "What Other Ways are There? Listening to Other Cultures" (Apr. 14)
• Design: "Multicultural Designer" (pdf file) (Apr. 16)

Assignments:
• Class readings and responses
• Concept and strategies for final research project due
WEEK 14 - Apr. 21-25
Discussion:
Conferencing as small groups, practicing informative group presentation with instructor, class development of evaluation criteria
Assignments:
• First draft of final research project due by Wednesday for response from instructor by Friday

WEEK 15 - Apr. 28 - May 2
SECTION 4 FINAL ASSIGNMENT DUE: 10-15 minute informative group presentation with visual support, final project, peer evaluation and feedback. Final portfolio and course assessment also due.

• Presentations - April 26th
• Presentations - April 30th
• Presentations - May 2nd.