<table>
<thead>
<tr>
<th>DATE</th>
<th>WHAT YOU SHOULD HAVE READY FOR CLASS</th>
<th>WHAT'S HAPPENING IN CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEK 1</td>
<td><em>Starting with what you know:</em> type on paper a 500-750 word rhetorical analysis — as you understand it — of a short poem; write a separate description of what about your analysis makes it &quot;rhetorical&quot; (and what you might still like to know to make your analysis more polished/finished)</td>
<td>Sharing analysis, building an initial class somewhat-consensus on what an analysis should include</td>
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<tr>
<td>Tuesday, 1/11</td>
<td>Read Foss, Ch. 1-3</td>
<td>Doing &quot;traditional&quot; neo-Aristotelian rhetorical analysis</td>
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<tr>
<td>Thursday, 1/13</td>
<td>type on paper a 500-1000 word neo-Aristotelian analysis of this poster or this poster or this poster</td>
<td>How well does neo-Aristotelian analysis apply to printed, designed visual objects?</td>
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<td>WEEK 2</td>
<td>Read Foss, Ch. 4 &amp; 6</td>
<td>Discussing cluster and feminist criticism</td>
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<tr>
<td>Tuesday, 1/25</td>
<td>Choose either a cluster or a feminist approach, and type a 500-750 work analysis of</td>
<td>What do cluster analysis &amp; feminist analysis help us see in multi-page</td>
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<td>Thursday, 1/27</td>
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<td>WEEK 4</td>
<td><strong>Tuesday, 2/1</strong></td>
<td>Read Foss, Ch. 7 &amp; 8</td>
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<td></td>
<td><strong>Thursday, 2/3</strong></td>
<td>Choose either a generic or an ideological approach, and type up a 500-750 word analysis of these fashion advertisements or the postcards at this site</td>
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<td>WEEK 5</td>
<td><strong>Tuesday, 2/8</strong></td>
<td>Read Foss, Ch. 9 &amp; 10</td>
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<td><strong>Thursday, 2/10</strong></td>
<td>Stay up all night and stay warm</td>
</tr>
<tr>
<td>WEEK 6</td>
<td><strong>Tuesday, 2/15</strong></td>
<td>Read Foss, Ch. 11 &amp; 12</td>
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<td></td>
<td><strong>Thursday, 2/17</strong></td>
<td>Choose which of the last 4 approaches seems to work best for the example you choose, and type up a 500-750 word analysis of this poem (requires Flash) or this, um, writing (?) (if you write on this last one, try to come up with a name for it)</td>
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<tr>
<td>WEEK 7</td>
<td><strong>Tuesday, 2/22</strong></td>
<td>Due in class: draft of a 6-10pp (1500-2500 words) analysis of the various rhetorical approaches we have applied, delimiting what you see to be their strengths and limits — in terms both of new media and your interests in</td>
</tr>
</tbody>
</table>
### general

#### Thursday, 2/24
Revision of draft due, with summary reflection

Mid-term summarizing / hypothesizing

#### WEEK 8

#### Tuesday, 3/1
The rhetorical functioning of tropes: read selections from *The New Rhetoric*

Considering the rhetorical effects of tropes in writing

#### Thursday, 3/3
Read *Moving Type*

Considering the rhetorical effects of tropes in moving graphics / setting up tropes of moving graphics project

**SPRING BREAK ahhhhhh....**

#### WEEK 9

#### Tuesday, 3/15
no class

#### Thursday, 3/17
no class

#### WEEK 10

#### Tuesday, 3/22
Moving graphics trope project due

Assemble the tropes as a class: of what use is this?

#### Thursday, 3/24
Read *Writing New Media*: first 3 chapters (Wysocki, Selfe, Selfe)

New media and teaching writing?

#### WEEK 11

#### Tuesday, 3/29
Read *Writing New Media*: last 3 chapters (Sirc, Wysocki, Johnson-Eilola)

What do considerations of teaching new media add to what rhetoric helps us see in texts?

#### Thursday, 3/31
Read *Visible Signs*, Ch. 1-4

What is visual semiotics?

#### WEEK 12

#### Tuesday, 4/5
Read *Visible Signs*, Ch. 5-9

What do we want to add to our rhetorical
approaches from this approach?

Thursday, 4/7
4-6 page typed summary/reflection due
Plan for final project due
trying to build a long, summarizing view
what do you want to learn more about?

Thursday, 4/11
Read The New Media Book, sections 1-3
what more can we take from this, for understanding how new media texts work?

Thursday, 4/14
Read The New Media Book, sections 4-5
what more can we take from this, for understanding how new media texts work?

WEEK 13
Tuesday, 4/12
Type up an informal list of what questions still remain for you, possible research directions
making plans together

Tuesday, 4/19
First draft of final projects due
Evaluating the “experience design” approach to designing media

WEEK 14
Thursday, 4/21
Final projects due April 28.

Note: This calendar is subject to change, in response to developments in class.