Instructor's Name: Steven Bailey
Class Meeting Times: 10:05 to 10:55 MWF (sec. 4) and 11:05-11:55 MWF (sec. 6)
Class Location: Walker 143
Instructor's Office Hours: Monday 12 to 1 p.m. and Wednesday 1 to 2 p.m.
Instructor's Office: Walker 146
Instructor's Mailbox for Dropping Off Papers: Humanities Department Office, Walker 319
Instructor's Office Phone: 7-3275
Instructor's Email Address: skbailey@mtu.edu

Required Textbook:

Course Overview:
This class will help you develop the skills necessary for communicating with a wide variety of audiences. You will develop these skills by analyzing written, oral, and visual communications, including magazine articles, brochures, archival materials, movies, and websites. This analysis will help you understand how and why a given communication is able to send a specific message to a specific audience. Along with analyzing communications from various sources, you will also practice producing your own written, oral, and visual communications. Oftentimes these communications will be "multimodal," meaning they will incorporate the written, oral, and visual mediums simultaneously. By the end of the course you will have acquired strategies for producing your own effective communications for various audiences and purposes. As a result, you will be a stronger communicator in all three key mediums—written, oral, and visual. No matter what field you pursue after this course, your strengthened communicative skills will be crucial to your academic and professional success. To make it in today's world, you must be an effective multimodal communicator.

Assignments and Grade Breakdowns:
1. Assignment Sequences: Throughout the semester you will hone your communicative skills by completing three assignment sequences. Each sequence will build on the previous sequence, so that the skills you acquire in one sequence can be put to use in the more challenging sequence that follows. Each sequence will consist of numerous shorter assignments, including rhetorical analyses, peer reviews, design plans, oral presentations, and multimodal research projects. You must complete all assignments to receive a passing grade in this course. The three sequences are as follows:
   - **Assignment Sequence One: Magazine Article.** Assignments for this sequence total 15% of your final grade.
   - **Assignment Sequence Two: Research Project.** Assignments for this sequence total 25% of your final grade.
   - **Assignment Sequence Three: Multimodal Group Research Project.** Assignments for this sequence total 20% of your final grade.
2. Class Participation: This is a collaborative classroom, meaning that we will all work together as a team to achieve our course objectives. Your success—as well as the success of your classmates—will depend on your consistent participation in all class discussions, exercises, and peer review sessions. To participate successfully, you will need to complete assigned readings on time and bring your textbook to class. Above all else, you will need to talk. Merely speaking up, however, is not enough; your comments and questions must also be thoughtful, respectful, and designed to facilitate learning for both you and your classmates. Class participation is worth 10% of your final grade.
3. **Peer Review Sessions:** We will hold numerous peer review sessions throughout the semester. During each session you will receive feedback from classmates on the strengths and weaknesses of the multimodal communications you prepare for class assignments. Armed with this feedback, you will be able to revise your assignments before turning them in to me for final evaluation and a grade. You will also give both written and oral feedback to classmates on their work, and in the process strengthen your ability to revise your own written, oral, and visual communications. Peer review sessions are worth 10% of your final grade.

4. **Rhetorical Analysis Assignments:** In order to communicate effectively, you must be able to understand how and why the author/creator of a given piece of communication made the rhetorical choices they did when putting the piece together. For this reason, throughout the semester we will conduct rhetorical analyses of various written, oral, and visual communications. Rhetorical analysis assignments are worth 10% of your final grade.

5. **Final Portfolio:** In order for the University to assess the effectiveness of the Revisions course, at the end of the semester you will be required to turn in a final portfolio containing all of the assignments you did for this class. In order for you to create this portfolio, you must keep every single piece of work you produce in this class, starting from day one. The portfolio is worth 10% of your final grade.

**Summary of Final Grade Breakdown:**
- Assignment Sequence One—Magazine Article = 15%
- Assignment Sequence Two—Research Project = 25%
- Assignment Sequence Three—Multimodal Group Research Project = 20%
- Class Participation = 10%
- Peer Review Sessions = 10%
- Rhetorical Analyses Assignments = 10%
- Final Portfolio = 10%

**Attendance Policy:**
This is a collaborative class where we will all work together towards both common and individual learning objectives. Your consistent attendance is crucial to your own success as well as the success of the class as a whole. If you miss class, you will reduce your chance of success in the course. You will also let your classmates down, as they are relying on you to make your contribution to the class. So here is the policy: You may miss three classes without penalty, regardless of why you are absent, though you will still be held to all assignment due dates. Each additional absence beyond these three will reduce your final course grade. Arriving late for class will count as an absence. If you do not think you can consistently attend this class, you should drop the course right now.

**Policy for Late Assignments:**
Assignment due dates are time-management tools that ensure you know when you must have a given assignment completed. Time-management is a key academic skill, and by following assignment deadlines, you will hone that skill. As is true in the work world, you will suffer when your work is turned in late. So here is the policy: I will not accept any late assignments. Keep in mind that I will not accept emailed papers either.

**MTU’s Policy on Academic Integrity:**
Plagiarism and cheating are serious academic offenses. They are defined by MTU’s policy on academic integrity as “knowingly copying another’s work or ideas and calling them one’s own or not giving proper credit or citation.” This policy covers copying sections/entire papers from printed or electronic sources, handing in papers written by students for other classes, or purchasing academic papers written by someone else. Plagiarism and cheating are dishonest and cheat you out of learning, the primary reason you are here. If you ever have questions about this issue, please consult your instructor, another MTU faculty member, or a coach at the Writing Center.
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, relevant department chair, or the Affirmative Action Office (7-3310).

The Writing Center:
Writing coaches at the Writing Center can help you plan, draft, and revise assignments for this course. To meet with a writing coach, go to the Writing Center in Walker 107 during their daily walk-in hours of 11 a.m. to 3 p.m. For more information, give them a call at 7-2007 or check out their website at www.humanng.edu/wc.

Course Outline:
Please note that I reserve the right to revise the syllabus and/or course schedule to better serve student needs.

Week One
Monday, January 09: Introduction to course.
Wednesday, January 11: Purpose, context, and audience
   - Read chapter one.
Friday, January 13: Rhetorical analysis of commercial products.

Week Two
Monday, January 16: Design plans.
   - Read chapter two.
Wednesday, January 18: Design plans.
   - Rhetorical analysis of commercial products due.
Friday, January 20: Ethos, pathos, and logos.
   - Read pgs. 80-85 and 408-409.

Week Three
Monday, January 23: Peer review session for design plans.
   - Design plan for magazine article due.
Wednesday, January 25: Purpose, context, and audience in magazine articles.
   - Read chapter three.
Friday, January 27: Purpose, context, and audience in magazine articles.
   - Read pgs. 86-107.

Week Four
Monday, January 30: Producing design plans and testing designs.
   - Initial draft of magazine article due.
Wednesday, February 01: Peer review session for magazine articles.
   - Peer reviews due.
Friday, February 03: Strategies for giving oral presentations.
   - Read pgs. 223-255 and 259-260.

Week Five
Monday, February 06: The multimodal group research project.
Wednesday, February 08: Peer review session for oral presentation design plans (magazine article); practice presentations.
   - Initial draft of design plan for oral presentations due.
Friday, February 10: No class—Winter Carnival.
Week Six
Monday, February 13: Oral presentations to class.
   • Revised design plan for oral presentation due.
Wednesday, February 15: Oral presentations to class.
Friday, February 17: Formulating research questions
   • Read chapter six.
   • Revised magazine article due with revised design plan and reflective analysis essay.

Week Seven
Monday, February 20: The MTU library archives and historical primary documents.
Wednesday, February 22: Formulating research questions.
   • Initial investigation of archival collection due
Friday, February 24: Peer review session for design plan of multimodal group research project.
   • Design plan for multimodal group research project due.

Week Eight
Monday, February 27: Peer review session for research project design plans.
   • Research project design plan due.
Wednesday, March 01: Rhetorical analysis of visual communication.
Friday, March 03: Rhetorical analysis of visual communication.

Week Nine
March 06, 09, 11: Spring Break

Week Ten
Monday, March 13: Rhetorical analysis of visual communication.
   • Initial draft of rhetorical analysis of visual communication due.
Wednesday, March 15: Rhetorical analysis of National Park Service brochure.
   • Revised rhetorical analysis of visual communication due.
Friday, March 17: Developing interview questions.
   • Read pages 256-258.

Week Eleven
Monday, March 20: Peer review session for interview questions.
   • Initial draft of interview questions due.
Wednesday, March 22: Preparing for the interview.
   • Rhetorical analysis of National Park Service brochure due.
Friday, March 24: Strategies for giving oral presentations.
   • Initial draft of multimodal group research project due.

Week Twelve
Monday, March 27: Peer review session for multimodal group research project.
   • Peer reviews due.
Wednesday, March 29: Strategies for giving oral presentations: the final portfolio.
   • Initial draft of research project due.
Friday, March 31: Peer review session for research project.
   • Peer reviews due.
Week Thirteen
Monday, April 03: Peer review session for oral presentation design plans (research project): practice presentations.
  • Oral presentation design plan due.
Wednesday, April 05: Research project oral presentations.
  • Revised oral presentation design plan due.
Friday, April 07: Research project oral presentations.

Week Fourteen
Monday, April 10: Peer review session for oral presentation design plans (multimodal group research project): practice presentations.
  • Initial draft of design plan for oral presentation due.
Wednesday, April 12: Visual modes of communication and document design.
  • Read chapters nine and ten.
Friday, April 14: Visual modes of communication and document design.
  • Revised research project due with revised design plan, interview questions, and reflective analysis essay.

Week Fifteen
Monday, April 17: Multimodal group research project oral presentations.
  • Revised oral presentation design plan due.
Wednesday, April 19: Multimodal group research project oral presentations.
  • Rhetorical analysis of poster due.
Friday, April 21: Multimodal group research project oral presentations.
  • Revised multimodal group project due with revised design plan and reflective analysis essay.
  • Final portfolio due with cover letter.

Note: There is no final exam for this course.