UN 2001
Composition: Written, Oral, and Visual
Monday through Thursday 2:05-3:35
Walker Arts and Humanities Building, Room 143
Summer 2011

Basic Information

Instructor: Heather Tahtinen
Office Hours: Monday, Tuesday, and Wednesday 3:45-4:45; By appointment (preferred)
Office Location: Walker Arts and Humanities Building – Room 313
Email: hjtahtin@mtu.edu
Office Phone Number: 487-3230

Required Texts:

*Reading Culture* by Diana George and John Timbur; Sixth Edition.


Throughout the semester, there will be additional readings on Blackboard and PDF handouts.

Course Description and Overview

As part of your undergraduate education at Michigan Technological University, you will be required to take certain general education courses, which may be seemingly unrelated to your specific area of study. One of these courses is UN 2001. This may lead you to ask yourself why what we are learning in this class is so important.

While many colleges and universities require students to take a basic writing course, Michigan Tech requires students to take UN 2001, which encompasses not only written composition, but oral and visual composition as well. During the course of this semester, you will be complete homework assignments, readings, and major projects that will reflect the ideas we learn in class. All work in this class will revolve around *rhetoric* and why it is such an important aspect of composition.
This course will be split up into two units. The first unit will focus heavily on rhetoric, in which you will begin to understand how to use and recognize rhetoric in written, oral, and visual composition. The second unit, while still focused on rhetoric, will center on research. In this unit, you will explore tactics of formal research using *The Craft of Research* as a guide. In each unit, you will be required to complete minor and major assignments to reflect the encompassed ideas.

**Course Goals**

In a short amount of time, all of you will enter the workplace in which you will have to communicate ideas in some way, shape, or form. In this class, you will develop the framework you need to effectively communicate both in college and in your future jobs.

By the end of this class, I expect that you will...

- Know how to formulate your writing, design, and oral presentation skills around basic rhetorical components (we will talk more about rhetorical components and what they mean in detail during class sessions.)
- Be able to think critically not only about your assignments, but also, about the world around you.
- Be able to research and write about a topic using various credible sources.
- Get a knack for communicating ideas through not only written, but also, oral and visual mediums.
- Learn how to read, comprehend, and use scholarly research within your own research.
- Be able to look at the work of others and give them a substantive, constructive critique.

**Attendance Policy**

Perhaps the most important part of this class is that you are here for every class period and that you are here on time. I do not provide online lecture notes, because most of the time I will not lecture. This class is based on class discussion because I believe valuable discussion is the formulation of a valuable education. If you are not here, you will not get anything out of the class. To this end, I will allow you to miss class three times without being penalized. If you miss class more than three times, a significant number of points will be taken off of your attendance and participation grade for each absence. Your attendance and participation could be the difference between passing the course and failing the course.
Grading Policy

Your grade in this class will be determined on a point system of 1000 points. The point break-down will be as follows:

Unit 1:
- **Rhetorical Analysis**: 200 points
- **Promotional Document Design**: 200 points

Unit 2:
- **Formal Research Paper**: 200 points
- **Annotated Bibliography**: 50 points
- **Research Presentation**: 50 points

Other:
- **Attendance and Class Participation**: 100 points
- **Leading a Discussion**: 100 points
- **In-Class Assignments**: 50 points
- **Blackboard Reflections**: 50 points

**Grading Schematic:**

- A = 935-1000 points
- AB = 865-934 points
- B = 795-864 points
- BC = 725-794 points
- C = 665-724 points
- CD = 595-664 points
- D = 540-594 points
- F = 594-0 points

**Assignments**

**Rhetorical Analysis** – In this assignment, you will rhetorically analyze and similarities and differences of two advertisements in a five to six page exploration. The advertisements you choose must sell similar products to one another, but they must be from different time periods. To make for an interesting analysis, you may choose, for example, to compare and contrast an alcohol advertisement from before the prohibition era to one after the prohibition era. This assignment will require you to do archival research to search for older advertisements (probably from the years 1900 to 1960).

**Promotional Document Design** – This assignment will allow you to focus specifically on visual composition. You will design a promotional document (e.g. poster, brochure, postcard, mailer, webpage, video) for a local business or organization of your choosing. In your design, you will be required to use rhetorical components similar to those you analyzed in the rhetorical analysis.
Formal Research Paper – In this assignment, you will research a topic that is relevant in your field of study. You will first research academic magazines or journals specific to your field, choose a topic that readers of that magazine or journal would be interested in, and write a 1000-1500 word academic article.

Annotated Bibliography – This is a subset of the formal research paper and is to be completed before the drafting process begins. The annotated bibliography will list the sources you will use for your research and will also provide a brief commentary about how you intend to use the source within your paper.

Research Presentation – The final aspect of your research project will be to present your article to your peers. The presentation should be 6-8 minutes and will detail your topic and research as well as convey an argument to the class.

Leading a Discussion – You will each lead a discussion from Reading Culture and The Craft of Research.

In-class assignments – At times throughout the semester, I will ask you to participate in group assignments in-class. If you miss class, you will receive zero points for these assignments.

Blackboard Reflections – You will be required to write responses to the first five readings listed on the back of the syllabus on Blackboard (10 points per response). Responses should consist of a brief summary of the reading followed by an analysis in which you provide your thoughts. Reflections will be graded according to how well you summarize, and the degree to which you engage the reading in your analysis. Reflections should be around 300-400 words each.

Other Policies

Respectfulness – I have a no tolerance rule for disrespectful attitudes in my classroom. While at times you may disagree with the opinion of a classmate or of me, address the issue in a rational, non-disrespectful manner. If you choose to be disrespectful, I reserve the right to ask you to leave the classroom.

Late Assignments – I will not accept any late assignments. If you are not going to be in class on a day where homework or assignments are due, you may turn them in early. In addition, I will not accept emailed assignments.

Electronic Devices – Put cell phones away before class, and do not use them in the middle of class. Remember that I am at the front of the room, and will always see when you use them.

Readings – Although it may not seem significant, reading is an important part of this class. You will need to complete the readings in order to engage in the in-class discussions. Do not blow readings off.

Syllabus – I reserve the right to change the syllabus at any point during the semester.
Michigan Technological University Policies

**Academic Integrity** – Plagiarism and cheating are serious academic offenses. They are defined by this policy as “knowingly copying another’s work or ideas and calling them one’s own or not giving proper credit or citation,” and this 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. Plagiarism and cheating not only are dishonest but cheating you out of learning, the prime reason you are here. If you ever have questions about this issue, please talk to your instructor or consult a coach in the Writing Center (487-2007).

**Discrimination and Harassment** – Michigan Tech 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 accommodation for equal access to education and services at Michigan Tech, please call Dr. Gloria Melton, Dean of Students (487-2212). For other concerns about discrimination, you may contact your advisor, department chair, or the Affirmative Action Office (487-3310).

**Affirmative Action:**
http://www.admin.mtu.edu/aao/

**Disability Services:**
http://www.admin.mtu.edu/urel/studenthandbook/student_services.html#disability

Academic Calendar:

*Please Note: Not all assignments are scheduled on the syllabus. Readings and minor assignments will be announced in class.

Week One:
5/9  Syllabus introduction; introductions; writing exercise
5/10  Rhetoric Lecture: Examining context and rhetorical appeals in composition
5/11  Introduction to rhetorical analysis assignment; in-class activity
5/12  Discussion leader #1; field trip to the archives!

Week Two:
5/16  Discussion leader #2; oral proposals and presentation of advertisements
5/17  Discussion leader #3; film viewing: The Persuaders
5/18  Discussion leader #4; film viewing: The Persuaders
5/19  Discussion leader #5; discuss The Persuaders

Week Three:
5/23  Peer review rough drafts of rhetorical analysis (one-on-one and group)
5/24  Grammar and punctuation review; introduce visual project
5/25  Rhetorical analyses due; presentations. Visual composition
5/26  Visual Composition

Week Four:
5/30  Peer review rough drafts of visual project (group)
5/31  Discussion leader #6; introduce research project
6/1  Research and written composition
6/2  Discussion leader #7; research and written composition

Week Five:
6/6  Visual projects due; presentations. Discussion leader #8
6/7  Library research instruction
6/8  Discussion leader #9; Oral proposals; annotated bibliographies due
6/9 – Research and written composition

Week Six:
6/13 – Research and written composition
6/14 – Research and written composition
6/15 – In-class work day on papers
6/16 – Peer review rough drafts of research paper (one-on-one)

Week Seven:
6/20 – Oral Composition
6/21 – Oral Composition
6/22 – Presentations
6/23 – Final draft of research project due; presentations
Reading List for Discussion

1.) Thursday, May 12th - "In the Shadow of the Image" by Stuart Ewen and Elizabeth Ewen; Reading Culture pp. 205-211

2.) Monday, May 18th - "The Iron Maiden: How Advertising Portrays Women" by Michael F. Jacobson and Laurie Anne Mazur; Reading Culture pp. 211-219

3.) Tuesday, May 17th - "The Nascar Nightly News: Anchorman Get Your Gun" by Frank Rich; Reading Culture pp. 58-63

4.) Wednesday, May 18th - "The Aura" by Rob Walker; Reading Culture pp. 269-271 and "Society Is Dead: We Have Retreated into the iWorld" by Andrew Sullivan; Reading Culture pp. 271-274

5.) Thursday, May 19th - "No Logo" by Naomi Klein; Reading Culture pp. 274-283

6.) Tuesday, May 31st - Craft of Research, chapters three and four pp. 35-67

7.) Thursday, June 2nd - Craft of Research, chapters five and six pp. 68-101

8.) Monday, June 6th - Craft of Research, chapters eight and nine pp. 120-138

9.) Wednesday, June 8th - Craft of Research, chapters ten and eleven 139-170