Instructor: Yunana Ahmed  
Email: yunanana@mtu.edu  
Office: Walker 149  
Office hours: MW 11 –12 pm

COURSE MATERIALS

Course Website: Canvas- http://www.courses.mtu.edu  
Additional sources may be assigned.

COURSE OUTLINE

Course Description/Overview
In this class, you’ll examine and interpret communication practices and apply what you learn to your own written, spoken, and visual compositions. Class projects will ask you to communicate in a variety of modes and to attend to audience, purpose, and context. This semester, you will produce texts over a series of drafts in order to hone your skills as a thoughtful multimodal communicator. While writing is the core focus of our class, you will also practice composing in other modes, as well.

Course Objectives
Upon successful completion of this course, you should be able to:
● recognize and use several strategies for producing and interpreting persuasive texts that are appropriate for a particular context, audience, and purpose;
● know how to develop an organized text in written, aural, and/or visual modes and demonstrate a basic understanding of the conventions of a genre or discipline;
● develop carefully crafted arguments informed by research, critical reasoning, and persuasive techniques

This course is designed to meet two of Michigan Technological University’s Student Learning Goals: Communication (Goal 5) and Information Literacy (Goal 6). To learn more about these two learning goals, please see the rubrics posted at http://www.mtu.edu/assessment/program/university-learning-goals/
Overall Course Objectives
Upon completion of this course the student will be able to:
- Demonstrate an understanding and ability to use effectively, the different kinds of writing strategies
- Understand the relationship between the writer, audience, and purpose of writing.
- Use multimodal communication to buttress persuasive and concise information.
- Organize ideas logically and appropriately to build up good essays.
- Edit, revise, and proofread to enhance more effective flow of ideas
- Demonstrate advanced conceptual skills and knowledge of writing references according to MLA or APA style.

Attendance Policy
Uninterrupted attendance at classes meetings and in conferences with the instructor are mandatory. More than 2 absences is ground for failing the course. If you have extenuating circumstances that will interfere with consistent attendance in class, please communicate your concerns with me and/or the Dean of Students at 906-487-2212 or deanofstudents@mtu.edu.

Assignments & Grading
Assignments should be uploaded on CANVAS within the given time frame. If for any reason a student misses an assignment, and wishes to have a makeup, he/she should request within 48hrs of the missed class, and the turn in the make-up assignment by the due date given by the instructor.
Students must turn in complete final drafts of ALL major assignments in order to receive a passing grade in this course.

Electronic Devices
Use of cellular phones, pagers, or other electronic devices during class is a violation of MTU Student Code of Conduct. Students who must bring such devices to class must disengage or place devices on inaudible signal so as not to disturb or interfere with classroom activities. These devices may not be used in the classroom except when authorized for class purposes.

Digital Portfolio
You will submit a final digital portfolio to me no later than 5:00pm Thursday June 25. This portfolio will contain four documents: writing process (annotated bibliography); a research paper; multi modal project and multimodal reflection. Students should keep all copies of their work until the semester is over. More information will be forthcoming on this digital portfolio as the semester goes on.
Failing to submit a digital portfolio will drop the student’s grade, as agreed upon the final grading conference, by a full letter (for example, A to B). Submission of an incomplete or inaccurately labeled portfolio will result in a drop of half a letter (for example, A to AB).

MTU’s Policy on Academic Integrity, Americans with Disabilities Act, and the Equal Opportunity Act
Plagiarism, which Michigan Tech defines as “knowingly copying another's work or ideas and calling them one's own or not giving proper credit or citation,” is a violation of the academic integrity policy: <http://www.admin.mtu.edu/usenate/policies/p109-1.htm>. In this class, we will
discuss the practical and ethical aspects of source attribution so you can learn how and why to avoid plagiarism in your academic work. It is crucial that you take care to acknowledge the sources of your written, audio, or visual material in this and other classes. Instances of plagiarized work will be handled according to university procedures, which includes a reporting of the incident to the Office of Student Affairs.

Assessment: Student work products (exams, essays, projects, etc.) may be used for the purposes of university, program, or course assessment. All work used for assessment purposes will not include any individual student identification.

Disability Services: http://www.mtu.edu/deanofstudents/students/disability/
If you have a disability that could affect your performance in any class or that requires an accommodation under the Americans with Disabilities Act, please contact your instructor or Disability Services at 487-1494 as soon as possible so that appropriate arrangements can be made.

The Office of Institutional Equity: http://www.mtu.edu/equity


Extra Help
You may need extra help with your writing. MTU has many resources designed to help students excel. Please take advantage of any and all of these resources

Multiliteracies Center: Located in Walker 107, you can make use of good and practical suggestions that would enable you organize and clarify your ideas.
The multiliteracies center has coaches who have experience working with students who have learning disabilities, and with students who speak English as a second or third language. Contact mtmc@mtu.edu for any inquiries.

Grading

<table>
<thead>
<tr>
<th>Letter grade</th>
<th>percentage</th>
<th>Grade point/credit</th>
<th>rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93% &amp; above</td>
<td>4.00</td>
<td>Excellent</td>
</tr>
<tr>
<td>AB</td>
<td>87%-92%</td>
<td>3.50</td>
<td>Very good</td>
</tr>
<tr>
<td>B</td>
<td>82%-86%</td>
<td>3.00</td>
<td>Good</td>
</tr>
<tr>
<td>BC</td>
<td>76%-81%</td>
<td>2.50</td>
<td>Above average</td>
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<tr>
<td>C</td>
<td>70%-75%</td>
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<td>Average</td>
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<tr>
<td>CD</td>
<td>65%-69%</td>
<td>1.50</td>
<td>Below Average</td>
</tr>
<tr>
<td>D</td>
<td>60%-64%</td>
<td>1.00</td>
<td>Inferior</td>
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<tr>
<td>F</td>
<td>59% and below</td>
<td>0.00</td>
<td>Failure</td>
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</tbody>
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Major Assignments
UN-1015 Composition approaches writing as a continual process of learning in which assignments are interdependent; therefore, students must complete all formal assignments to
successfully complete the course. Your final grade in UN 1015 Composition will be determined by your performance on the following:

<table>
<thead>
<tr>
<th>Major Assignments</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance /class participation</td>
<td>20%</td>
</tr>
<tr>
<td>Reading Responses/quizzes.</td>
<td>20%</td>
</tr>
<tr>
<td>Project #1 Research Proposal &amp; Annotated Bibliography</td>
<td>10%</td>
</tr>
<tr>
<td>Project #2 Research paper</td>
<td>20%</td>
</tr>
<tr>
<td>Project #3 Multimodal Presentation</td>
<td>20%</td>
</tr>
<tr>
<td>Final Portfolio</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Course Calendar**

**Week One: Understanding texts rhetorically**

5/11 M Introduction:
- Writing and Composition, Expectations and requirements
- Arguments and Rhetoric: Relationship between audience, text and writer
- Occasions for arguments: Forensic, Deliberative, and Ceremonial
- Purposes of arguments: inform, persuade, educate, convince etc.

**Assignment on Occasions for argument due 5/14**

5/12 T - Strategies of argumentation: Classical, Rogerian and Toulmin

5/13 W - Rhetorical Appeals (Logical, emotional, and ethical)

5/14 R - Fallacies:
- Begin to Brain storm on your research paper topic

- **Assignment rhetorical analysis Due 5/18**

**Week 2: Understanding Strategies of Persuasion**

5/18 M – Using canon of rhetoric to understand argument
- Incorporating strategies of persuasion into writing.

5/19 T – Role of persona and rhetorical stance

- **Assignment Position paper due 5/21**
Week 3: Composing Arguments

5/20 W - Generating thesis statements for arguments
5/21 R - Generating productive topics and research questions

Week 4: Finding and Documenting Research Sources

6/1 M - Primary and Secondary Sources
  - Quoting, paraphrasing and summarizing
6/2 T - Plagiarism and Citations (MLA/APA)
6/3 W - Analyzing published arguments
6/4 R – Understanding Basic Principles of Technical Writing

Research Paper first draft due 6/9

Week 5: Design Strategies

6/8 M – class in the library
6/9 T- conferences
6/10 W - Peer review
6/11 T - Tools of design for academic audiences
  - Combining visual and verbal design

Week 6: Designing Visual Arguments and multimodal composition

6/15 M– Using visuals rhetorically (Opt-ads)
6/16 T - Introduction to multimodality
  - Some basic design principles
6/17 W – What makes a good presentation
   Transforming Research into Presentation
6/18 R – analyzing Sample multimodal presentations
   -Multimodal assignment first draft due 6/22

Week 7: Delivering Multimodal Presentations
6/22 M – Peer reviewing Multimodal presentations
6/23 T - Multimodal Presentations
6/24 W Reflections and E. Portfolio assignment submissions

*Note: This schedule may be altered by the Instructor as warranted to accommodate the need of the class.