Instructor Information
Dr. Derek Royal
Office: ATC 1.903 (972-883-7522 office phone)
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Class website and assignment submission: eLearning

Course Description
This writing-intensive course will explore how we use technology to communicate, share knowledge, and develop social structures. This course will also introduce students to new media theoretical perspectives and scholarship as they critically analyze new media and cyberculture.

Course Prerequisites
- Completion of RHET 1302 and junior or senior status
- Proficiency in English grammar, citation, and basic college-level writing skills
- Knowledge of how to effectively use technology
- Willingness to explore, try new things, and inquire about topics that interest you

Student Learning Objectives/Outcomes
To succeed in this class, you will
- Evaluate and apply the rhetorical situation to create appropriate content;
- Write effectively using appropriate organization, mechanics, and style;
- Research, analyze, and interpret complex topics;
- Construct effective written arguments addressing CMC-related themes;
- Gather, incorporate, and interpret source material in their writing;
- Analyze CMC from different disciplinary perspectives (communication, cultural studies, history) and communicate that analysis in class discussions and in writing; and
- Perform as a professional to meet deadlines and submit quality work.

Required Textbooks and Materials

You need access to the textbooks as well as additional sources that are noted on the course calendar.

Required Texts

Van Dijck, José. *The Culture of Connectivity: A Critical History of Social Media*. New York: Oxford UP, 2013. (ISBN 9780199970780)

Required Social Media

- WordPress account
- Twitter account

Recommended Texts and Resources

- Dictionary (Merriam Webster)
- Grammar Girl's Blog and Podcasts
- Purdue Online Writing Lab (OWL)

We will use MLA style to format citations and bibliographies in this class.

Assignment Values

This semester, students will complete the following assignments:

Assignment	Submission Instructions	Value
Blog Essay	Submit via eLearning	100 pts
SNS Essay	Submit via eLearning	100 pts
Podcast Essay	Submit via eLearning	100 pts
Group Blog Project	Publish on WordPress	150 pts
Group SNS Project	Conduct on Twitter	125 pts
Group Podcast Project	Publish on eLearning	125 pts
Final Exam	Submit via eLearning	150 pts
In-Class Activities, Attendance, and Participation	No formal submission	150 pts
Total		**1000 pts**

Grading Criteria

Course assignments together are worth 1000 points, and students receive grades according to the following (standard UTD) scale:

    930–1000 = A
    900–929 = A-
    870–899 = B+
    830–869 = B
    800–829 = B-
    770–799 = C+
    730–769 = C
    700–729 = C-
    670–699 = D+
    630–669 = D
    600–629 = D-
      0–599 = F

Grades will not be rounded up.

A – The student's work shows excellence and meets all objectives with strength, originality, and creativity.
B – The student's work is satisfactorily but does not reflect excellence. This work is strong but contains minor issues that detract from your message.
C – The student's work fulfills course requirements but does not satisfy the audience's needs and contains issues that decrease the effectiveness of the document.
D – The student's work contains numerous issues and therefore does not fulfill the audience's needs or address the rhetorical situation.
F – The student's work is unacceptable (L. Bell, personal communication, August 2008).

University Policies and Resources

UTD students are responsible to know and follow university policies. You can find these at http://go.utdallas.edu/syllabus-policies.

Comet Creed

This creed was voted on by the UTD student body in 2014. This is a standard that Comets choose to live by and encourage others to do the same.

"As a Comet, I pledge honesty, integrity, and service in all that I do."

Campus Resources

On-campus and distanced students at UTD have a variety of resources, including online library resources through UTD's McDermott Library. Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library's electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check

out materials at the McDermott Library. For more information on library resources go to http://www.utdallas.edu/distancelearning/students/libraries.html

You also can schedule time at the GEMS Writing Center to work with a writing tutor. (The tutors will not proofread documents but will work individually with you to improve your writing. The services are free to UTD students, and you can find more information at http://www.utdallas.edu/GEMS/writing/index.html.)

Course and Professor Policies

ATEC 3325 will require you to submit coursework both in the classroom and online. As a result, you need to manage your time wisely and communicate with the instructor if you have questions or concerns. And very important: ***show up for class.***

For this course, you are being asked to function as a critical thinker, analyzing CMC from theoretical perspectives. This requires significant time on your part. If you are studying consistently more than 9 hours a week, please document your activities and communicate immediately with the instructor. Prepare for class each day, per the course calendar, and come ready to participate in the discussion.

Preparation for Class
UTD students study 2–3 hours per credit hour each week preparing for a 15-week class. Therefore, for this 3-hour course, you should work 6-9 hours a week (some weeks more and some less).

Make-up and Late Work
You are scholars as well as professionals in training. Professionals who miss deadlines present a poor work ethic and damage their reputations as well as lose contracts, increase costs, delay results, decrease profits, and lose their jobs. ***For these reasons, you may not submit late or incomplete work or makeup exams unless you are hospitalized and provide a valid physician excuse.***

Missed work results in a zero (0) on the assignment. You may not request an incomplete in this class unless you meet the university's criteria for an incomplete.

Accessibility Issues
If you are registered with the Office of Student AccessAbility, you need to inform your instructors so they can effectively teach and meet each student's needs. If you are registered with the OSA, please meet with me at the beginning of the semester during my office hours.

Extra Credit
Do not ask if you can earn extra credit. Instead, strive for excellence in the assigned work.

References, Copyright, and Plagiarism
UTD has a no-tolerance policy for plagiarism, copyright infringement, or scholastic dishonesty (including missing citations).

I support and enforce that policy in my classes. If you do not cite your sources with in-text and end-of-text citations or if you publish copyrighted work without permission, you will receive a referral to the UTD Office of Judicial Affairs.

We will use MLA style to cite all sources unless otherwise indicated.

Attendance
If you arrive on time and participate in class activities, you are present. If you arrive more than 10 minutes late or attend class but conduct nonrelated work, you will be considered absent.

You may miss two classes without penalty; after two absences, you lose 30 points of your 1000-point grade for each absence.

Treat this class as you would a job: attend class and be punctual. Also, your work schedule is not an excused reason to miss class.

UTD excuses absences for religious holidays; however, the student is responsible to inform the instructor *before* the holiday and to submit missed work before the absence.

Classroom Citizenship
You will receive a grade for participation. You should prepare for class; attend and participate; communicate professionally; and cooperate, listen, and respect others' opinions. Please leave profanity and other threatening language and behavior outside the classroom.

Turn off your cell phones and other electronic equipment during class, and use your laptop for class work only. ***Any classroom disruption resulting from your inappropriate use of mobile/electronic equipment will tangibly affect your activities/attendance/ participation grade.***

Email
All official email correspondence must go to and come from official UTD emails. I will not answer emails that come through addresses from other providers (per UTD policy).

Communication outside the Classroom
You should communicate with the instructor and your classmates outside the classroom. Communication is part of coursework and therefore you should
  • Identify yourself in all communication (e.g., email, texts, phone calls);
  • Use correct mechanics and style in correspondence;
  • Communicate clearly, respectfully, and professionally; and

- Please communicate about all issues with your instructor throughout the semester.

For emails, apply professionalism. Consider your audience's needs and expectations and address those in your content. For example, use a unique subject line for each new email. Always include text in your email: to personalize your correspondence and to ask your recipient to act. Start each email with a respectful salutation and end with a professional signature.

For texts, identify who you are and what class you are taking. Keep messages concise (call if you have more than one question) and use correct mechanics and style.

When contacting your instructor, respect that this is your instructor's profession, but he has other commitments, as do you. Please allow 48 hours for a response to email during weekdays.

Schedule
Assignment due dates are in bold type.

Week 1, August 23 & 25

Introduction to class
Getting acquainted with your small group
Culture of Connectivity, Chap. 1

Week 2, August 30 & September 1

Exploring blogs
Group blog

Week 3, September 6 & 8

Exploring blogs (cont.)
Culture of Connectivity, Chap. 2

Week 4, September 13 & 15

Exploring SNSs
Blog essay

Week 5, September 20 & 22

Exploring SNSs (cont.)
Culture of Connectivity, Chap. 3

Week 6, September 27 & 29

Exploring SNSs (cont.)

Week 7, October 4 & 6

Culture of Connectivity, Chap. 4

Week 8, October 11 & 13

Working on Twitter
SHS essay

Week 9, October 18 & 20

Exploring podcasts
Culture of Connectivity, Chap. 5

Week 10, October 25 & 27

Exploring podcasts (cont.)

Week 11, November 1 & 3

Exploring podcasts (cont.)
Culture of Connectivity, Chap. 6

Week 12, November 8 & 10

Working on Twitter, revisited
Setting up a Twitter chat
Podcast essay

Week 13, November 15 & 17

Culture of Connectivity, Chap. 7
Group SNS project

Week 14, November 22

Creating a podcast

Week 15, November 29 & December 1

Creating a podcast (cont.)
Culture of Connectivity, Chap. 8
Group podcast project

Week 16, December 6

Wrapping up and assessment of course

Final Exam

Final research essay

This syllabus is subject to change at the discretion of the professor.