English 4373
Public Writing with Technology
Spring 2020

Instructor: Dr. Matthew Kelly
Class Meetings: Mon/Wed, 2:30 - 3:50 pm
Class Location: College of Arts and Sciences (CAS) 210

Office Hours: Fri, 11am - 12pm (by appointment)
Instructor's Office: College of Arts and Sciences (CAS) 236
Instructor's Email: mkelly@uttyler.edu

Course Description

Seminar in experiential learning requiring a digital project for a local organization or business. Topics include, but are not limited to, public writing, writing for non-profit organization, cooperate writing, citizenship and literacy, economy and writing technology, and media and community. End projects may be displayed on a public domain owned by the University. Prerequisite: ENGL 3361 Word and Digital Technology or instructor's consent.

Course Goals

This course invites you to apply the skills, concepts, and composing practices from previous courses in the Language and Technology minor to real-world scenarios. More specifically, you will be tasked with proposing a digitally-native project that could theoretically be incorporated into a real-world (preferably local) organization. In doing so, you will be encouraged to consider how new media technologies can be used to better serve the values or goals of an organization (be it commercial, non-profit, or otherwise), how media technologies can speak to the constituents served by this organization (be they customers, clients, or otherwise), and the role of digital composition practices in both public and professional spheres.

Our class discussions and readings will examine the theory and practice underlying public, professional, and technical writing practices that occur in real-world scenarios while also considering the various rhetorical features of digitally-mediated communication practices in different organizational or institutional systems. All assignments and readings throughout the semester will help you identify an organization you would like to work with, analyze the circumstances and values of this organization, and design a custom digitally-native project that can resonate with the needs and/or parties associated with this organization.

This class will require students to conduct independent research as they consider possible outlets and applications for their semester-long projects. Although there will be lectures that cover the generic conventions of popular workplace texts (such as project proposals and design documents for new programs/applications), a majority of class conversations will revolve around the research and writing you produce. The hope is that the self-directed nature of this course will encourage you to position yourself as an invested participant in the same ideas, organizations, and composing practices being analyzed and produced. This, in turn, can help you become a

more active participant not only in academic circles but also in the social, cultural, and civic communities to which you belong.

Learning Outcomes:

By the end of the semester, students will be able to:

1. Understand how to critically read the values of an organization and the ways in which said values manifest themselves in the communication practices between members.

2. Examine how digital media technologies are capable of refining and evolving the values of an organization in order to better serve their constituents.

3. Know what constitutes effective communication using digital media platforms in online, public, and professional environments.

4. Craft documents that mimic real-world professional genres while also being capable of rationalizing the design decisions made while composing digitally-native projects.

5. Be capable of pragmatically deploying new media platforms in real-world scenarios.

Major Projects:

Research on Current Public Issue: students will research and analyze an on-going public issue that directly affects a local community. In doing so, students will contextualize this issue using scholarly and journalistic research sources, identify the parties that are implicated in this issue, and discuss how this issue fundamentally impacts specific professional and/or cultural communities of East Texas.

Audio Podcast: students will research, script, record, and edit an audio podcast that explores the public issue and organization that were examined in the previous two assignments. This podcast should incorporate both scholarly sources as well as interviews with individuals who are impact by (or are responding to) a specific public issue.

Distribution of grades:

Research on Public Issue:	30%
Audio Podcast:	30%
Short Writing Assignments:	30%
Participation and Attendance	10%

Class Readings:

All class readings will be posted as PDFs or website links on Canvas.

Additional Course Policies:

Grade Computation

To compute the final course grade, the following point totals are assigned to the standard letter grades of A through F:

> A = 90-100 points
> B = 80-89 points
> C = 70-79 points
> D = 60-69 points
> F = 59 points and below

Failure to turn in a final draft of any paper will result in an F for the class without exception.

Scholastic Dishonesty
Please see UT Tyler's policy on scholastic dishonesty:
http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php

This class has a Zero Tolerance Policy for Scholastic Dishonesty. Any deliberate act of scholastic dishonesty will result in immediate failure of the entire course.

Attendance Policy
Students are expected to attend all class sessions. Because this class incorporates frequent small- and large-group activities, students who are absent affect not only their own learning, but that of their fellow students. Therefore, only two weeks' worth of absences (six classes) will be allowed for the semester, regardless of reason, including documented illness or emergency. Students who exceed two weeks' worth of classes will fail the course, unless they withdraw by the census date. See "Standard UT Tyler Syllabus Policies" below for information on the census date.

Late Arrivals
Being late (showing up after I take attendance) twice equals one absence.

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Students Rights and Responsibilities
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www.uttyler.edu/wellness/rightsresponsibilities.php

Campus Carry
We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at
http://www.uttyler.edu/about/campus-carry/index.php

UT Tyler a Tobacco-Free University
All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.

Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.

There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free

Grade Replacement/Forgiveness and Census Date Policies
Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Fall, the Census Date is Sept. 12.) Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttyler.edu/registrar (Links to an external site.)Links to an external site.. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date (Sept. 12th) is the deadline for many forms and enrollment actions of which students need to be aware. These include:

-Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
-Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
-Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
-Being reinstated or re-enrolled in classes after being dropped for non-payment
-Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability/Accessibility Services
In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit https://hood.accessiblelearning.com/UTTyler (Links to an external site.)Links to an external site. and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at http://www.uttyler.edu/disabilityservices (Links to an external site.)Links to an external site. , the SAR office located in the University Center, # 3150 or call 903.566.7079.

Student Absence due to Religious Observance
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Student Standards of Academic Conduct
Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for

credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

i. "Cheating" includes, but is not limited to:
- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test; failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

ii. "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit.

iii. "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

All written work that is submitted will be subject to review by plagiarism software.

UT Tyler Resources for Students

UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
UT Tyler Counseling Center (903.566.7254)