

# Advanced Exposition: Digital Rhetoric as Scholarship

**Course Number:** ENG3310

**Course Meeting Times:** MTWRF 4

**Room:** TUR B310

**Instructor:** Aaron Beveridge

**Office location:** Turlington 4412

**Office Hours:** Monday 8am-10am

## Course Description

This is a course in expository writing and digital rhetoric. In exposition, discourse is used to define, classify, compare and contrast, analyze, identify, or illustrate information. To practice expository writing, students will produce both print and digital writing to explore various types of *scholarship* that use digital media. The print essay for the course will focus on identifying, defining, and analyzing *scholarship* for a particular field of study or profession. The digital writing for the course will produce a collaborative archive in order to compare, contrast, and classify forms of digital rhetoric. The final project for the course will be a digital portfolio that engages with and illustrates a knowledge of scholarship for a particular field or profession.

## Course Texts

*Virtualpolitik*

Elizabeth Losh

*The Craft of Research (3rd Edition)*

Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams

## Coursework

All coursework and assignments follow the University of Florida's *Writing Requirement* and should not "merely present hastily written or cursory thoughts." Rather, as UF's *Writing Requirement* dictates, all the writing assignments for this course will "include such elements as well-crafted paragraphs, a thesis or hypothesis, a persuasive organizational structure (e.g., introduction, body, conclusions), well supported claims, and appropriate and effective stylistic elements." Each of the assignments below adhere to these guidelines in addition to specific assignment requirements.

Attendance: (0 points, -5 points)

This class is built around workshop and classroom participation, and therefore attendance is mandatory. Students are allowed to miss 1 class for the entire Summer B session without negatively affecting the final course grade. Upon receiving a 2nd absence the overall *final* grade in the course will drop by 5 points, and it will continue to

drop by an additional 5 points for each subsequent absence. For example, 4 additional absences beyond the 1st allowed absence (5 in total) will drop a student's final course grade by 20 points (20% reduction in final grade).

Workshop: (20 points)

Workshop points are awarded based on the completion of in-class writing, consistent work to finish in-class projects, and considerate peer assistance and feedback during collaborative workshops. If students are absent when workshop activities are conducted, then those activities must be completed and turned in by the following Monday to receive credit.

During the workshops, the entire class time will be spent completing the assigned work. If students finish early they are expected to spend the rest of the time working toward their individual research for their final project, or assisting a classmate with their project.

Workshop criteria:

- Finishes projects or tasks within the time provided
- Works consistently
- Prepared for class-having read assignments or completed tutorials ahead of time
- Provides peers with thoughtful feedback and assistance

Weekly Digital Writing: (30 points)

Writing prompts for each week's digital text will be provided by class time each Monday. The weekly writing assignments are *not* "free writing" and are required to show the same organization, style, and polish of scholarly, academic writing. During the first 4 weeks of the course, students will produce one 500-word digital text each week. These digital texts are due every week by Sunday at midnight. Students may be asked to revise their digital texts if they do not meet UF's *Writing Requirement* standards. Revisions are due by the following week's digital text deadline.

The weekly digital texts will compare, contrast, and classify forms of digital rhetoric. Students will collect images, videos, and links to various forms of digital rhetoric that are relevant to students' individual projects. The classifications will be based on (1) the readings from the course, (2) students own research during the semester, and (3) on the research completed by their classmates. Students will be given time in class each week to respond to their classmate's digital texts. There is no minimum word count for these responses, but responses should be substantive and useful. Simple affirmation like "good job," "nice post," or "this is interesting" will not count as a response. A substantive response should encourage further conversation, raise a question with the

post, try to clarify an idea, or productively add to the topic. The digital texts and the discussions they will hopefully generate are a core component of this course and will be graded on a weekly basis.

Digital texts criteria:

- Submitted by Sunday at midnight
- 500 words minimum
- Written according to UF's *Writing Requirement* standards
- Responds to the prompt and fulfills its requirements

Response criteria:

- Substantive and useful

*\*If digital texts do not meet the basic criteria, students will receive an email directing them on how to revise their texts for full credit. If revisions are not made, then the partial credit initially awarded will become the final grade.*

*\*\*Writing tip: Do not draft your digital texts within the browser window. Draft your post within your favorite word processor or text editor and then copy/paste your text into the browser. Google docs is acceptable for drafting digital texts because it saves frequently and will keep you from losing work.*

### Print Essay: (30 points)

The 2000-word print essay for the course will focus on identifying, defining, and analyzing *scholarship* for a particular discipline, field of study, or profession. Students in more traditional academic fields will analyze recent forms of digital publishing and information-sharing technologies to arrive at a definition of *scholarship* for their chosen field of study. While students pursuing non-academic careers, such as those in business or engineering, will consider the ways in which forms of vocational knowledge, career development and consulting information, or managerial and organizational studies are circulated and shared within the communities of their chosen profession. Students will (1) identify recent trends in the content/topics that are published or shared in their field or profession, they will (2) conduct a genre analysis of particular forms of digital scholarship they identify as representative for their field or profession, and finally, they will (3) explain how their own work as nascent scholars or professionals may draw from and/or build on these analyses.

Print essay criteria:

- Submitted by the deadline on course calendar
- 2000 word minimum
- Written according to UF's *Writing Requirement* standards
- Responds to the writing prompt and fulfills its requirements

### Final Project: (20 points)

The final project for the course is an online digital portfolio and professional website for students' work as scholars/professionals. The site must contain (1) an introductory page with text or video, (2) a collection of relevant work, projects, or artifacts related to the students' field or profession, (3) a biographical sketch, and (4) a CV or resume.

Adhering to UF's *Writing Requirement* standards for posters and multimodal projects, students cannot merely reproduce an existing site or document, but must produce new designs and writing pertaining to this assignment. The writing for this assignment must focus on a particular audience, purpose and context. However, if students already have existing digital portfolios and professional websites for their work, they will be permitted to revise those sites and documents as long as substantive changes and revisions are completed. Each student will meet with the instructor individually for a conference to discuss the final project.

Final project criteria:

- Submitted by the deadline on course calendar
- 2000 word equivalence
- Written according to UF's *Writing Requirement* standards
- Responds to the writing prompt and fulfills its requirements

### **Total points available for the semester: 100 points**

Letter grade equivalence based on final point total for semester:

A+ 98 (97-100 points)

B+ 88 (87-89 points)

C+ 78 (77-79 points)

D+ 68 (66-69 points)

A 95 (93-96 points)

B 85 (83-86 points)

C 75 (73-76 points)

D 65 (64-67 points)

E 0 (0 points)

A- 92 (90-92 points)

B- 82 (80-82 points)

C- 72 (70-72 points)

D- 62 (61-64 points)

### **Course Calendar**

#### June

M27: Syllabus overview

T28: Digital writing workshop

W29: Website workshop

Th30: Print essay prompt

#### July

F1: Conferences, 1st digital text due by midnight

---

M4: No Class

T5: Response workshop

W6: Website workshop

Th7: Peer feedback

F8: Conferences, 2nd digital text due by midnight

---

M11: Response workshop

T12: Website workshop

W13: Peer feedback, revision workshop

Th14: Conferences

F15: Conferences, 3rd digital text due by midnight

---

M18: Response workshop

T19: Website workshop

W20: First draft of print essay due (draft submission counts toward Workshop points)

Th21 : CV/Resume workshop

F22: Conferences, 4th digital text due by midnight

---

M25: Essay drafts returned

T26: Revision workshop

W27: Website workshop

Th28: Website workshop

F29: Print essays and final projects due by midnight

---

### August

M1: Final class, receive grades on print essays and final projects

T2: Conferences

W3: Conferences

Th4: Conferences

F5: Conferences

---

M8: All revisions due by midnight

## **Statement of Writing requirement**

This course can provide 6000 words toward fulfillment of the UF requirement for writing.

For more information, see:

<https://catalog.ufl.edu/uarad/current/advising/info/writing>

### **Statement of Student Disability Services**

The Disability Resource Center in the Dean of Students Office provides information and support regarding accommodations for students with disabilities. For more information see:

<http://www.dso.ufl.edu/drc/>

### **Statement on Harassment**

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty. For more about UF policies regarding harassment see:

<http://www.hr.ufl.edu/eeo/sexharassment.htm>

### **Statement on Academic Honesty**

All students must abide by the Student Honor Code. For more information about academic honesty, including definitions of plagiarism and unauthorized collaboration see:

<https://www.dso.ufl.edu/scer/process/student-conduct-honor-code/>