



# Writing with New Media

ENG 2720, D602

TTh 2:15-3:55PM  
G603

Dr. Jason W. Ellis  
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<http://dynamicsubspace.net>

## Course Description

In our “Writing with New Media” class, we will define what we mean by the term “new media,” learn a shared terminology for understanding new media, create deliverables with new media individually and collaboratively, and establish the foundation of your professional and technical writing online presence. More specifically, you will:

- Experiment with new media communication technologies and articulate how they relate to traditional media technologies;
- Develop literacies for reading, evaluating, and creating new media communications;
- Collaborate and share your new media compositions within a supportive community of compositionists;
- Build heuristics to enable your dynamic transition to learning new media technologies as they emerge, and
- Integrate the composition process into your new media creation practices (drafting, revising, and reflection).

*The catalog course description, objectives, and prerequisites are attached.*

## New Media Topics and Technologies Explored

- Integrating into Networks and Creating Networks
- Think Piece (blogger.com, wordpress.com)
- Podcasts
- Photography and Photo Sharing (tumblr, Flickr, and Instagram)
- Twitter and Storify
- Google Drive (Collaborative Writing)
- GitHub
- Memes
- MediaWiki (Wikipedia)
- Web 1.0
- Web 2.0
- Markup Languages
- Markdown
- Ethics and Legal Issues
- Online Portfolios for Professionals

## Required Texts

Jones, Rodney H. and Christopher A. Hafner. *Understanding Digital Literacies: A Practical Introduction*. New York: Routledge, 2012.

## Required Resources

Computer access, word processing software, and a means of saving your work securely.

Access to your City Tech email.

Access and accounts at [openlab.citytech.cuny.edu](http://openlab.citytech.cuny.edu) and other designated new media sites (see schedule and assignments).

Flash drive for saving your work and/or having scratch space for in-class project work.

Cloud-based storage for saving a backup of all your work.

## Grading

Assignment	Description	Percentage of Final Grade
Midterm Exam	Comprehensive in-class exam of everything covered up to that point in class, online discussion, and readings.	15%
Final Exam	Comprehensive in-class exam of everything covered since the previous exam in class, online discussion, and readings.	15%
Daily Writing and New Media Projects	Due to the importance of process-driven composition in our class, this is a significant portion of your grade. It includes all of the daily writing, annotated bibliography for each new media experiment, new media experimentation/drafting (Projects 2-6), and online discussion.	20%
Project 1: Think Piece	This deliverable includes two parts: a “think piece” essay for an online audience and an annotated bibliography of sources cited in the essay. This assignment is the basis for Projects 2-5, which makes it very important.	15%
Collaborative Project	This is a collaborative assignment. Relating to the professional and technical writing field, the final project topic is selected by a team of students in consultation with the professor. Exploring the topic, the students create a new media campaign that uses three different, yet interconnected and overlapping new media tools/platforms to create the campaign collaboratively. On the day that your final portfolio is due, each team will give a 10- to 15-minute multimodal presentation to the class demonstrating the project deliverables, discussing each deliverable in terms of course concepts, and explaining your team’s process of composition.	15%
Final Portfolio	This is an individual assignment. Your final portfolio is an online curation of your final drafts of all of the project assignments (1-6) and your final project paired with reflective commentary provided by the individual student that discusses one’s rhetorical decisions, process of composition, and legal/ethical issues pertinent to each.	20%

### **Attendance and Lateness Policy**

The expectation for successful and respectful college students is to arrive on time and attend all classes. The college permits students to miss 10% of a class (three absences) for whatever reason. In our class, each additional absence will reduce your final grade by 10 points (equivalent of a full letter grade). An absence does not excuse you from any assignments or exams. Use your absences wisely. Arriving late or leaving early will, depending on the specific situation, count as a full or partial absence.

### **Required Format for Papers**

While there will be exceptions that we will discuss in class, all formal writing submitted online or on printed paper should follow MLA professional style. In particular, your writing should always include a “name block,” a title, and your writing. If you quote or cite writing by others, it should be properly cited and included as an entry on a concluding “Works Cited” list. Search Google for “Purdue OWL MLA” for guidelines and sample papers.

### **Policy for Late Papers**

Assignments submitted late or exams taken late will incur a 10-point reduction for each day that they are late. However, no assignments will be accepted after the last day of class. If a student knows that work cannot be completed on time, he or she should contact me or visit my office hours to discuss.

### **College Policy on Academic Integrity**

Students who work with information, ideas, and texts owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in CUNY and at New York City College of Technology, and is punishable by penalties, including failing grades, suspension, and expulsion. The complete text of the College policy on Academic Integrity may be found in the catalog.

### **Class Schedule**

Week	Day	Date	Activities and Due Dates
1	T	Feb 2	Introduce the class, syllabus, and textbook. Create online accounts for class. Discussion: What is New Media?
	Th	Feb 4	Introduce Project 1: Think Piece
2	T	Feb 9	No class. College follows a Friday schedule.
	Th	Feb 11	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 1 Due: Project 1: Think Piece’s Annotated Bibliography
3	T	Feb 16	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 2
	Th	Feb 18	Due: Project 1: Think Piece Introduce Project 2: Podcast
4	T	Feb 23	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 3
	Th	Feb 25	
5	T	Mar 1	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 4

	Th	Mar 3	Due: Project 2: Podcast Introduce Project 3: Photography (tumblr, Flickr, and Instagram)
6	T	Mar 8	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 5
	Th	Mar 10	
7	T	Mar 15	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 6
	Th	Mar 17	Due: Project 3: Photography (tumblr, Flickr, and Instagram) Introduce Project 4: YouTube
8	T	Mar 22	Midterm Exam
	Th	Mar 24	
9	T	Mar 29	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 7
	Th	Mar 31	Due: Project 4: YouTube Introduce Project 5: Twitter
10	T	Apr 5	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 8
	Th	Apr 7	Due: Project 5: Twitter Introduce Project 6: Markup and Markdown
11	T	Apr 12	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 9
	Th	Apr 14	Due: Project 6: Markup and Markdown Introduce: Collaborative Project
12	T	Apr 19	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 10
	Th	Apr 21	Collaborative Project Studio Time
	T	Apr 26	No class. Spring Break.
	Th	Apr 28	No class. Spring Break.
13	T	May 3	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 11
	Th	May 5	Collaborative Project Studio Time
14	T	May 10	Jones and Haffner, <i>Understanding Digital Literacies</i> , Chapter 12 and Afterword
	Th	May 12	Due: Collaborative Project Deliver: Collaborative Project Presentation Introduce: Final Portfolio
15	T	May 17	Final Portfolio Studio Time
	Th	May 19	Final Portfolio Studio Time
16	T	May 24	Last day of class. Final Exam Due: Final Portfolio