DIGITAL RHETORIC AND COMMUNICATION

Kanye West, Saturday Night Live, as viewed on YouTube http://www.youtube.com/watch?v=Hs_fneLBa7U

STUDY GUIDE
MM 2I03

WINTER 2009

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Digital Rhetoric and Communication MM2I03

Winter 2009, Department of Communication Studies and Multimedia
Seminar Fr 2:30 – 4:30 p.m. | Room TSH 201 | Tutorial TBA
Instructor: Lori Shyba MFA PhD
Office hours: M/W/F 12:00 – 2:00 or by appointment. Location: 304 Togo Salmon Hall.
Email: shybal@mcmaster.ca / Course site: http://hccmoodle.mcmaster.ca

1. COURSE DESCRIPTION

Students will examine issues of digital rhetoric and communication from historical and pedagogical perspectives with particular attention to how modern media have transformed personal and social practices. Through a set of tutorials, students will develop creative and technical skills for effective digital communication with the aim of producing computer-mediated oratory presentations in live and digital space.

There will be one two-hour seminar (lecture, demonstration, and discussion) each week as well as a one-hour tutorial each week on a variety of creative and technical topics.

2. QUESTIONS AND TOPICS WE CAN EXPLORE:

- What is rhetoric and how does it connect to opinions and persuasion?
- Does computational media privilege certain ways of processing and disseminating knowledge and ideas? Can the integration of multimedia and dynamic environments expand the emotional impact of scholarly text?
- Does the process of digitizing an academic research project cast a new light on the subject matter? How might it make new kinds of data available?
- Can this synthesis of media and performance help you develop an individual and imaginative voice?

3. SCHEDULE

Week	Topic (Subject to Change)	Tutorial
1 Jan 9	Course expectations and case studies	Flash/Slideware
2 Jan 16	Histories of Rhetoric *	Performance
3 Jan 23	Computers, Theatre and Clubland*	Flash/Slideware
4 Jan 30	Presentations and Critiques	Social Computing
5 Feb 6	Presentations and Critiques	Podcasting
6 Feb 13	Dialogue and Media Discourse *	Interactive Cinema
7 Feb 27	Procedural Rhetoric *	Virtual Worlds
8 Mar 6	Technologies of Electric Rhetoric *	Web Art
9 Mar 13	Web Based Public Discourse *	Videogames
10 Mar 20	Presentations and Critiques	Databases
11 Mar 27	Presentations and Critiques	Review or TBA
12 Apr 3	Futures * and Exam	Review for Exam Apr 7

* Indicate response paper submissions.

4. ASSIGNMENTS:

Response papers and critiques	15%
See Schedule above for due dates	
Expository speech with multimedia support	
Weeks of Jan 30 and Feb 6	25%
Final Project or Paper	
Weeks of Mar 20 and Mar 27	25%
Exam *April 7th*.	25%
Participation (includes in-class writings)	10%

Detailed descriptions of assignments and due dates will be available on the Moodle CMS.

5. EVALUATION: Evaluation criteria specific to each assignment will be identified as we go along. Given the nature of the artistic process, grading will include subjective assessment.

6. RESOURCES:
- Course reader. MM2I03. Available from McMaster University bookstore.
- Your own computer and flash drive is suggested but not mandatory.

7. READINGS MM 2I03 Course Pack

1. Fortenbaugh, W.W. 2007. "Artistotle's Art of Rhetoric." In *Companion to Greek Rhetoric*. Worthington W.W. (ed). Malden MA: Blackwell. pp 107 – 123.
2. Saltz, David Z. 2004. "Performing Arts." In *Companion to Digital Humanities.* Schreibman, Siemens, Unsworth (eds). Malden MA: Blackwell. pp 121 – 131.
3. Rockwell, Geoffrey. 2003. "Conclusion." In *Defining Dialogue from Socrates to the Internet.* New York: Humanities. Pp 193 - 212
4. Bogost, Ian. 2007. "Procedural Rhetoric." In *Persuasive Games: The Expressive Power of Videogames*. Cambridge: MIT. pp 1 – 64.
5. Welsh, Kathleen. 1999. "Technologies of Electric Rhetoric." In *Electric Rhetoric, Oralism, and a New Literacy.* Cambridge: MIT. pp 137 – 189.
6. Warnick, Barbara. 2007. "Intertextuality and Web-Based Public Discourse." In Rhetoric Online: Persuasion and Politics on the World Wide Web. pp 91 – 120.

8. CLASS POLICIES: Attendance is mandatory for succeeding in this course. Only two unexcused absences will be allowed, after which time it will be suggested to you that you drop the course. If you are more than 10 minutes late for class, it will be considered an absence. Positive and consistent class participation is essential. I expect to hear everyone's voice during class discussions and I have no hesitation to cold call for responses. During presentations, you are expected to participate or observe with interest and enthusiasm.

You are responsible for completing all reading assignments, without exception, by the day they are discussed. Be prepared for regular "response writings," five- to ten-minute in-class writing assignments that focus on the readings and studio work. Sometimes these responses will be written at the beginning of class, to evaluate your preparation; sometimes they will be written at the end of class, to gauge your participation.

Assignments must be completed and submitted/presented at the time they are due, or they will be considered late. Assignments drop half a letter grade for each day they are late, including weekends. Assignments more than three days late will not be accepted unless prior special permission has been granted. Projects will not be accepted late under any circumstances except for documented medical reasons.

Please focus on classwork during class time. Checking email or working on other course material is not allowed. Web surfing or playing games is likewise not permitted if not related to course material. Unless permitted to do otherwise, during seminars, presentations, and discussions you will be required to close your laptop or turn off your computer's monitor in order to give your full attention to the class proceedings. If you choose to breach these requests, you will be dismissed from class.

9. ACADEMIC HONESTY: Academic dishonesty consists of misrepresentation by deception or by other fraudulent means and can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university. It is your responsibility to understand what constitutes academic dishonesty. For information on the various kinds of academic dishonesty please refer to the Academic Integrity Policy, specifically Appendix 3, located at http://www.mcmaster.ca/senate/academic/ac_integrity.htm

The following illustrates only three forms of academic dishonesty:
1. Plagiarism, e.g. the submission of work that is not your own and where credit is not cited.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

Email: It is the policy of the CSMM Department that all email communication between students and instructors (including TAs) must originate from their official McMaster University email accounts. This policy protects the confidentiality and sensitivity of information and confirms the identities of both the student and instructor

Accommodations For Students With Disabilities: If you require special accommodation for learning or have any special needs, please let me know of them as soon as possible in order that arrangements can be made. Students with disabilities are encouraged to register with the Centre for Student Development.

Safewalk: For a safe walk any time, call S.W.H.A.T., 905 527-7070, Ext. 27500.