

**ENGL 4313-110, 10567, Visual Rhetoric
Spring 2020**

Texas A&M University-Central Texas

COURSE DATES, MODALITY, AND LOCATION

January 13, 2020 through May 8, 2020

This is a 100% online course, and uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com/>].

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Sherry (Hill) Noonan

Office:

Phone:

Email: Canvas "Inbox" through our class preferred; s.hill@tamuct.edu (alternate)

Office Hours: available by email

WARRIOR SHIELD

Emergency Warning System for Texas A&M University-Central Texas

Warrior Shield is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://portal.publicsafetycloud.net/Account/Login) [<https://portal.publicsafetycloud.net/Account/Login>] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

STUDENT-INSTRUCTOR INTERACTION

Like any workplace, this class is governed by a set of guidelines. Your professional attitude and persona should emerge strongly in this class. I expect everyone to communicate clearly and courteously with one another. I expect everyone to contribute productively to electronic discussion. I expect everyone to respect others and to demonstrate a professional attitude toward this class.

All questions or concerns should be sent to me through email. I will attempt to answer each email message in a timely manner. However, if your email is sent after normal business hours, then I may not respond until the next business day. Please plan accordingly.

If I have not responded to your email message through Canvas within one (1) business day, please send a duplicate message to me at s.hill@tamuct.edu.

COURSE INFORMATION

Course Overview and Description:

Introduces students to a variety of lenses that can be used to study visual texts, including (but not limited to) Content Analysis, Compositional Interpretation, Semiology, Psychoanalysis, Discourse Analysis, and Audience Studies. Emphasizes the importance of visual rhetoric in communication and argument. Prerequisite(s): ENGL 1301 and ENGL 1302 and one English WI course.

Course Objectives:

Visual Rhetoric is the study and practice of how information is presented to multiple audiences through a variety of visual media. After completing this class, you will be able to:

- Recognize and be able to analyze rhetorical content of various types of visual media, including rhetorical contexts, purposes, and audiences.
- Communicate using clear, concise, and grammatically correct language.
- Demonstrate principles of effective document design in visual communication.
- Recognize the influences of rhetorical settings and communities of communication.
- Plan, design, develop, and present information (written, visual, and electronic) for various contexts, purposes, and audiences.
- Work in a variety of roles in collaborative activities and team projects.

Required Reading and Textbook(s):

Olson, Lester, *Visual Rhetoric*. Thousand Oaks, California: Sage, 2008. This text does not need to be purchased in the campus bookstore, but it is your responsibility to obtain a copy (whether or you buy or rent) BEFORE the first assignments are due. Other materials will be made available online through our Canvas course site.

COURSE REQUIREMENTS

Each Major Assignment will consist of two separate components: (1) a prepared presentation to be submitted to the appropriate Assignment Drop Box in Canvas; and (2) a brief summary of your presentation to be submitted for class view and discussion. A handout will be provided to help you prepare each submission, and the grading rubric to be used will be included with the assignment. Grades will be calculated on a points basis, with final grades comprised of the following categories and points values.

- **Discussion responses (150 points cumulative total, grades based on participation):** For each Major Assignment, you will have two opportunities to respond to your fellow students' work. Each Discussion board will be open for a minimum of two consecutive weeks, and may be made unavailable at the end of that time. Missed Discussion postings CANNOT be made up.
- **Quizzes (100 points cumulative total, average of top ten Quiz grades):** Most weeks of our course will include at least one topical Quiz, frequently based on a selected textbook reading or scholarly article that is provided in our Canvas course. Each Quiz will be open for a minimum of two consecutive weeks, and may be made unavailable at the end of that time. Missed Quizzes CANNOT be made up.

- **Static Image Assignment (100 points):** For this Major Assignment, you will select and analyze a single static image, with special attention to what you believe the image’s creator wants the audience to SEE. Your submission should include a link or a copy of the image you are analyzing, as well as the context in which the image appears.
- **Multiple Image Assignment (100 points):** For this Major Assignment, you will select and analyze an offering with multiple images, such as a cartoon, an advertisement with a series of images, or a meme with more than one pane. Your submission should focus on what you believe the image’s creator(s) wants the audience to DO when those images have been considered and processed. Your submission should include a link or a copy of the images you are analyzing, as well as the context in which the images appear.
- **Brief Video Assignment (150 points):** For this Major Assignment, you will select and analyze a short (up to three minutes) video, with special attention to how the video’s creator(s) want the audience to REACT and/or INTERACT with them in response to the video. Your submission should include a link or a copy of the video you are analyzing, as well as the context in which the video appears.
- **Parody Assignment (150 points):** This Major Assignment requires you to examine a parody, whether in static or video format. The specific criteria for a parody will be outlined in the assignment, and your submission should include a link or a copy of the media you are analyzing, as well as the context in which it appears.
- **Final Assignment (250 points):** For your final Major Assignment, a variety of options will be available. The specific criteria for submissions will be outlined in the assignment.

GRADING CRITERIA RUBRIC AND CONVERSION

- 150 points - Discussions (cumulative total, grades based on participation)
- 100 points - Quizzes (average of top ten Quiz grades)
- 100 points – Static Image Assignment
- 100 points – Multiple Images Assignment
- 150 points – Brief Video Assignment
- 150 points – Parody Assignment
- 250 points – Final Assignment

Grading Scale:

900 - 1000 points	A
800 - 899 points	B
700 - 799 points	C
600 – 699 points	D
Below 600 points	F

Posting of Grades:

All grades will be posted in our Canvas class. Grades for Quizzes are available upon completion of each respective Quiz, since those submissions are graded automatically. Grades for Discussion postings will be available within one week after that respective Discussion board has closed. Grades for Major Assignments that are submitted on or before their respective due dates will be returned within one

week of the assignment due date.

Grading Policies:

Discussion postings and Quizzes may NOT be submitted late. If a Discussion posting is not submitted by the due date, or a Quiz is not completed by the due date, a zero grade will be recorded for that assignment.

Late Submissions. If a Major Assignment is submitted after midnight on the day it is due, that assignment will be considered late. Late assignments will be penalized for each day beyond the due date. For example, an assignment due on Sunday would receive a deduction if submitted on Monday, and it would receive an additional deduction if submitted on Tuesday. If an assignment is not submitted within one week after the submission date, then the assignment will be considered “missed” and a grade of zero will be recorded for that assignment. This policy is intended to prepare you for the rigors of professional writing situations and professional deadlines.

Extended Submission Date. I will consider negotiating an extension of no more than one week **on one occasion** during the course for a single Major Assignment, should the need arise. A **formal** request for an extension must be sent by email at least 24 hours **before** the assignment is due. The extension request should be in memorandum format, and you **must:**

- Ask for an extension
- Explain why the assignment will not be submitted by the due date
- Specify a revised submission date within one week of the original due date.

If no formal request is made for an extension, the assignment will be considered late. If the assignment is not submitted by the extended submission date, a grade of zero will be recorded.

Backup Copies. Always keep backup electronic copies of ALL your work, as well as ALL graded copies of your work in case a grade dispute arises.

COURSE OUTLINE AND CALENDAR
Tentative Instructional Outline

Week	Assignments	Graded Elements Due	Total Possible Points
1	Introduction to Course Textbook Reading: Visual Rhetoric in Communication (1-14)	Quiz 1 Meet and Greet Discussion	10* 10**
2	Textbook Reading: The Guerilla Girls' Comic Politics of Subversion (241-255) Outside Reading: "Discourse Analysis" (link in Canvas)	Quiz 2 STATIC IMAGE ASSIGNMENT	10* 100
3	Outside Reading: "Semiology/Semiotics" (link in Canvas)	Quiz 3 Discussion Responses	10* 20**
4	Textbook Reading: Memorializing Affluence in the Postwar Family: Kodak's Colorama in Grand Central Terminal (313-325)	Quiz 4	10*
5	Outside Reading: "Rhetorical Context" (link in Canvas)	Quiz 5 MULTIPLE IMAGES ASSIGNMENT	10* 100
6	Textbook Reading: Encountering Visions of Aztlan: Arguments for Ethnic Pride, Community Activism, and Cultural Revitalization in Chicano Murals (227-239)	Discussion Responses	20**
7	Outside Reading: "TikTok's Deepfakes Just The Latest Security Issue For The Video Sharing App" (link in Canvas)	Quiz 6	10*

8	Textbook Reading: Presidential Rhetoric's Visual Turn: Performance Fragments and the Politics of Illusionism (357-374)	Quiz 7 BRIEF VIDEO ASSIGNMENT	10* 150
SPRING BREAK!			
9	Outside Reading: "Why Video is Exploding on Social Media in 2019" (link in Canvas)	Discussion Responses	20**
10	Outside Reading: "The Bitter Laugh: When Parody is a Moral and Affective Priming in Political Persuasion" (link in Canvas)	Quiz 8	10*
11	Outside Reading: "The Art of Parody: Imitation With a Twist (link in Canvas)	Quiz 9 PARODY ASSIGNMENT	10* 150
12	Outside Reading: "Professor Removed from Teaching for Sharing a Downfall Parody Video" (link in Canvas)	Quiz 10 Discussion Responses	10* 20**
13	Reading: To Be Determined	Quiz 11	10*
14	Reading: To Be Determined	Quiz 12 Discussion Responses	10* 20**
15	Reading: To Be Determined	FINAL ASSIGNMENT	250
16	End of semester	Quiz 13 Discussion Responses	10* 20**

***Quizzes (100 points cumulative total, average of top ten Quiz grades)**

****Discussions (150 points cumulative total, grades based on participation)**

Important University Dates

Please refer to the official TAMU-CT Academic Calendar for important dates. This information can be found at <https://www.tamuct.edu/registrar/academic-calendar.html>.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Technology Requirements:

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

Canvas Support:

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

Other Technology Support:

For log-in problems, students should contact Help Desk Central
24 hours a day, 7 days a week

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy:

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the Academic Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar’s Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the

procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Academic Integrity:

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, working with others in an unauthorized manner, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be referred to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html),
[https://www.tamuct.edu/student-affairs/student-conduct.html].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0),
[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

Academic Accommodations:

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required)
[https://tamuct.instructure.com/courses/717]

Important information for Pregnant and/or Parenting Students:

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) [https://www.tamuct.edu/student-affairs/index.html].

Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](#) online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

Tutoring:

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. Tutor.com tutoring **will not offer writing support** beginning August 1, 2019, but will continue to offer other tutoring support.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing studentsuccess@tamuct.edu .

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

University Writing Center:

Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading,

understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

University Library:

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

OPTIONAL POLICY STATEMENTS

A Note about Sexual Violence at A&M-Central Texas:

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively

create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

Behavioral Intervention:

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, who are exhibiting concerning behaviors, or individuals causing a significant disruption to our community, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) website for more information [https://www.tamuct.edu/student-affairs/bat.html]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

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