**Course Description:**
This course in public rhetoric and practical communication examines the use of digital media as a demonstration of expertise, and gives students opportunities to create their own expertise-related materials. Challenging the notion of expertise as a body of knowledge, we will consider expertise as a type of performance. This performance may be inscribed into a recorded form, such as blog text, digital illustration, or YouTube video. It may also be performed for a live audience, as in a presentation. We will examine expertise demonstrations, how media affect the performance of expertise, and how individuals have created media-specific identities. Students will reflect on their own expertise, and learn how to efficiently demonstrate their authority through digital media. Students who have completed the 124 Practicum course are highly encouraged to document their practicum experience in this course.

**Course Website:**
Important information for the class can be found on the course website at [http://ted.ucsd.edu](http://ted.ucsd.edu). Your user name and password is the same used to login to Tritonlink. Make sure that you can login to the system by the first day of class. A copy of this syllabus, assignment details, video links, and important reminders will be posted to the site.

The instructor reserves the right to alter the syllabus during the course of the quarter. Any changes made will be posted to an updated syllabus on the TED website.
**Course Readings:**
Almost all course readings, listening materials and videos will be posted on our class website ([http://ted.ucsd.edu](http://ted.ucsd.edu)), as indicated in the schedule of readings. Complete readings **before** the week for which they are assigned (with the exception of the first week).

**Proxy server:**
Please note: *Some articles linked via TED and reserves websites may only be accessed through UCSD IP addresses.* To access the reserves materials off campus you must use UCSD’s “proxy server.” [http://www-no.ucsd.edu/documentation/squid/](http://www-no.ucsd.edu/documentation/squid/) for more info. Alternatively, you may login from off-campus using the Virtual Private Network. Details to configure VPN found here: [http://libraries.ucsd.edu/services/computing/remote-access/vpn-virtual-private-network.html](http://libraries.ucsd.edu/services/computing/remote-access/vpn-virtual-private-network.html)

**Assignments/Grade Breakdown:**
Students will focus on one topic/rhetorical position regarding their expertise, and develop their message in multiple formats. The Personal Statement and Oral Presentation script will be submitted in hard-copy to TAs and online via Turnitin link. Failure to complete any of the three assignments will result in failing the course. Late assignments (including Turnitin submission) will result in 1/3 grade letter deduction (e.g. A to A-, A- to B+, etc.) for every 2 days past the due date.

- **Expertise Speech/Ignite-Style Oral Presentation:** 20% - 5 minute speech with 15 automatically timed slides. Students will submit a written “script” of their presentation before presentations in section.

- **Written Statement Assignment:** 20% - A two to three page written statement that may take the form of a statement of purpose, artistic manifesto, grant essay, or position paper. Students’ chosen topic/rhetorical position must be integrated into this statement.

- **Website Assignment:** 40% - Likely this will take the form of an online portfolio, research website, online reference work, blog, or video blog showcasing expertise. The majority of the site will consist of written posts, including a critique/review of a related article or video. You will also create at least one digital media piece (video, audio clip, digitally manipulated image, etc…) about your topic. Lastly, an “about this site” page and a curatorial “annotated links” page complete the project.

- **Class Participation:** 17% - Note both lecture and section attendance are mandatory. Any absences must be cleared with the TA or instructor in advance, or justified with written documentation (e.g. letter from student health, etc.). More than three unexcused absences from section meetings may result in failing the course. See the attendance rubric posted on the course TED website for more details.

- **Lecture Participation:** 3% - The instructor will (at his discretion) take attendance during lecture or give a brief assignment announced only in lecture.

**Schedule**

**Week 1: Your Rhetorical Position**

**Section meetings:** Introductions, developing your subject/theme

**Readings:**
Purdue Online Writing Lab, “Rhetorical Situations”
Erin Biba, “Facebook: Personal Branding Made Easy”
Jeremiah Gardner, “The "Personal Brand" Myth”
Week 2: Identifying your Audience
Section meetings: Identifying your audience to refine your message and purpose, finalizing your subject/theme

Readings:
Joe Landsberger, “Determining Audience/Readership”
The National EMSC Data Analysis Resource Center, “Determining Your Target Audience”
Wiliam Arruda, “Build a Relationship with Your Audience, And Deliver a Successful Presentation.”
RILM, “Not a Universal Language”

Week 3: Graphic Design and Images as Rhetoric
Section meetings: Examples of Ignite Speeches, 1 minute Ignite rehearsal prep

Readings:
http://igniteshow.com/
IAmTheIdeaLab.com, “Graphic Design for Beginners”
http://www.colourlovers.com/

Week 4: Public Speaking/Stage Presence
Webspace and URL established, posted via TED link.
Section meetings: Individual meetings finalizing projects

Readings
Carmine Gallo, “Barack Obama: A Masterclass in Public Speaking”

Week 5: Composing for Online Media
Ignite scripts due via Turnitin/TED submission Monday, February 3rd at 10pm
Section meetings: Ignite Presentations

Readings
Stephanie Leary, Beginning Wordpress 3, “Chapter 4: Working With Content”
Nick La: 30 Great Interactive Sites

Week 6: Authorship/Authority/Linking
Section meetings: Ignite presentation completion, Collecting links, creating 1-2 sentence annotations

Viewing:
Kirby Ferguson, Everything is a Remix (watch 4 videos ~60 minutes total)
**Week 7: Streaming Media**
Rough draft of written statement due in Tuesday sections

**Section Meetings:** Smart Classroom Meetings (tbd)
Emily Thompson and Scott Mahoy, *The Roaring Twenties*

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**Week 8: Media Convergence**

**Section Meetings:** Writing media/article critiques for websites

**Readings**
Glenn Kurbish *C is for Convergence*
Kirby Ferguson *Everything is a Remix Case Study: The iPhone*

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**Week 9: Online Reputation, Social Networks and Influence**

**Section meetings:** Repurposing written statements as an “About this Site” webpage.

**Reading:**
Crunk Feminist Collective, *Mission Statement*
Nicholas A. Christakis and James H. Fowler, *Social Contagion Theory: Examining Dynamic Social Networks and Human Behavior.*
dana boyd, *Social Network Sites: Public, Private, or What?*

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**Week 10: Student Presentations/Wrap Up**

**Final drafts of personal statements due Tuesday March 11 in lecture and via Turnitin/TED submission**
Showcase of Oral Presentations in lecture

**Section:** Smart Classroom meeting. Peer reviews of online portfolios, digital media project completed.

**Online Portfolio Due Tuesday March 18 by 5pm.**