

CAT 125

Public Rhetoric and Practical Communication: Developing Expertise through Digital Media

Prof. Joe Bigham, Ph.D.

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Office: CAT Program office TA suite

Office Hours: Monday 1-3pm

Lecture: Tuesday 5-6:50pm, Center 115

TA info:

| | | | | | | | |
|--------|-----|------|-------------|-------|-------|-------------------|------------------|
| 876962 | B01 | TuTh | 8:00a-8:50a | YORK | 3050B | mmandule@ucsd.edu | Mandalay, Morgan |
| 876963 | B02 | TuTh | 9:00a-9:50a | YORK | 3050B | mmandule@ucsd.edu | Mandalay, Morgan |
| 876966 | B05 | TuTh | 1:00p-1:50p | YORK | 3050B | gsrmabek@ucsd.edu | Srmabekian, Gina |
| 876967 | B06 | TuTh | 2:00p-2:50p | CENTR | 201 | gsrmabek@ucsd.edu | Srmabekian, Gina |
| 876968 | B07 | TuTh | 3:00p-3:50p | YORK | 3050B | aprokop@ucsd.edu | Prokopyev, Anton |
| 876969 | B08 | TuTh | 4:00p-4:50p | YORK | 3050B | aprokop@ucsd.edu | Prokopyev, Anton |
| 876970 | B09 | TuTh | 7:00p-7:50p | YORK | 3050B | jlfierro@ucsd.edu | Fierro, Jaclyn |
| 876971 | B10 | TuTh | 8:00p-8:50p | YORK | 3050B | jlfierro@ucsd.edu | Fierro, Jaclyn |
| 876972 | B11 | TuTh | 7:00p-7:50p | YORK | 4050B | t0nguyen@ucsd.edu | Nguyen, Ly |
| 876973 | B12 | TuTh | 8:00p-8:50p | YORK | 4050B | t0nguyen@ucsd.edu | Nguyen, Ly |

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 a blog text or a 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 focus on their practicum experience.

Course Website:

Important information for the class can be found on the course website at <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 TritonEd website.

Course Readings:

Almost all course readings and materials will be posted on our class web site (<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: *Access to the TritonEd and reserves websites may be restricted to UCSD IP addresses.*

To access the reserves materials off campus you may need to use UCSD's "proxy server." Visit <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>

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 20 automatically timed slides. Students will submit a written "script" of their presentation before presentations in section.

Written Statement Assignment: 20% -A two page written statement that may take the form of a personal statement, statement of purpose, artistic manifesto, graduate school application essay, or grant essay.

Website Assignment: 35% - Likely this will take the form of an online portfolio, research website, online reference work, or blog showcasing expertise. In addition to written posts about your subject, you will create and edit a series of images to populate your site.

Section Participation: 20% - Section attendance and participation are mandatory. Any absences must be cleared with the TA in advance, or justified with written documentation (e.g. letter from student health, etc.). More than 3 unexcused absences from section meetings may result in failing the course.

Lecture Participation: 5% -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: [WW Norton Writing Field Guide: Rhetorical Situations](#)

Erin Biba ["Facebook: Personal Branding Made Easy"](#)

Week 2: Identifying Audience

Project proposals due via online submission

Section meetings: Brainstorming individual projects

Readings Crunk Feminist Collective, ["Mission Statement"](#)

Week 3: Curating Digital Media, Images as Rhetoric

URL's due by via online submission

Section meetings: Draft of "About me/About this Site" page

Individual meetings (bring first draft of the written statement)

Viewing: <http://igniteshow.com/>

Week 4: Compositional Structure, Public Speaking

Section meetings: 1 minute ignite presentations,=

Readings: Carmine Gallo, ["Barack Obama: A Masterclass in Public Speaking"](#)

Jane Goodall, *Stage Presence*, "Introduction."

Week 5: Refining Thesis, Genres of Written Statements

Section Meetings: Ignite presentations, scripts due via TritonEd submission, draft of 1 web page converting Presentation material

Readings:

[UC Graduate Admissions Statement of Purpose Tips](#)

[UC Graduate Admissions Personal Statement Tips](#)

[University of Michigan Personal Statement Tips](#)

[Clairmont Graduate University: Writing the Artist Statement](#)

Week 6: Authorship and Authority, Links and Metatags

Section Meetings: Ignite presentations cont., 2nd draft of written statement due

Readings: Kirby Ferguson, [Everything is a Remix](#) (watch 4 videos ~60 minutes total)
Paddy Moogan, [“The Beginner’s Guide to Link Building”](#)

Week 7: Refining Tone, Composing for Digital Media

Section Meetings: Draft of links page and one content page

Reading: Nick La: [7 Web Design Trends to Watch for in 2015](#)

Week 8: Digital Media Editing

Section Meetings: Individual Meetings – no section meetings, revisions of 2 web pages

Readings: TBD

Week 9: The Review and Revision Process

Section Meetings: Peer reviews of written statements

Readings: TBD

Week 10: Student Presentations, Course Conclusion

Hardcopy of Written Statement final draft due

Section: Peer review of online portfolios

Online Portfolio Due Tuesday December 6th by 5pm via TritonEd submission.