

3225G 650: My Name is URL: Writing for the Web

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theory and practice of digital writing technologies. Topics covered include the production, management, and reception of digital texts; web writing style; hypertext and linking; authorship; copyright. Students

course will be to have you engage in both the production of written texts for the internet and also

Discussion Board Posts and Wiki entries (10%)

This is where we have regular weekly conversations in the course for 10 weeks. Details on posting requirements are given on the next pages.

Two of these will be a collaborative wiki activity in the OWL Wiki space (not to be confused with Wikipedia). Instructions will be provided.

Wikipedia Edits(5%), Evaluation of an Article (5%), and Article Creation (15%) Final version due March 27 (flexible to the last day of the term, though this date should be a target for you to space out the workload)

For several weeks during the term you will be editing and contributing to Wikipedia. Yes, really. This will involve making 1) small edits to existing articles (5%), evaluating an existing Wikipedia article (5%), drafting an article or substantial contribution in your Sandbox (ungraded), peer reviewing a classmate's entry (part of your discussion board participation) and completing your final article (15%). Ultimately, you will be either creating a new article or making substantial contributions to an existing entry in Wikipedia. Details will be provided.

Hypertext essay (30%) Due February 13.

Write an essay (with intro, thesis, body, conclusion) on any topic **with a clear connection to**

You are responsible for keeping copies of all assignments submitted in case we need to discuss your writing and if you want to submit it for the annual Marie Smibert Writing Program Student Achievement Prizes in April.

Attendance/Discussion Board/Wiki Participation



Obviously, we do not meet formally in a Distance Studies course. Therefore, attendance and participation on the Discussion Board (and in our case, Wiki) are intertwined. While online classes are generally asynchronous, they are not correspondence or self-paced. You must attend class (defined as logging into our OWL section and interacting, posting questions and thoughts) **at least once by Thursday** for a total of **two** (or more) separate posts per week (a week is defined as running from Monday to Sunday). **At least one post must be a reply/response to another student and at least one must respond to the main discussion question.** I will assign a weekly number grade from 0-10 based on whether you have fulfilled the posting requirements described in further detail below—1) **quality of posting**, 2) **engagement** (frequency and number of posts made).

1) *Quality of Posting*

All posts on the Discussion Board must

- Contribute something meaningful to the board.
- Support your opinion with sufficient reasons or evidence.
- Display good grammar and organization.

Postings should not

- Contain disrespectful, insulting, or offensive language.
- Be excessively long (more than one screen length) or excessively short.
- Be unrelated to the forum topic.
- Only say things like “I agree with you” or “Nice comment!” that do not contribute any substance.

The use of racist or any language that works against the values of Equity, Diversity, and Inclusion will not be tolerated.

2) *Engagement*

Two posts are required. Feel free to post more.

Absence Policies

Attendance in class is required to improve as a writer. For an online class, attendance is considered and measured as your participation in the discussion forum activities. Here is the Writing Studies attendance policy in this class:

Note that ‘attendance’ as defined in this section is mandatory in this course. Failure to meet the minimum posting requirements for three weeks where there is Discussion will result in your final grade in this course being reduced by 10%. Failure to meet the minimum posting requirements for four or more weeks where there is Discussion will result in your final grade being reduced by 15%.

This policy will be waived only for medical or compassionate reasons. If you have good reasons for waiving an absence of one class meeting (e.g. if you’ve missed three hours, and need or want to miss another class meeting) discuss these reasons with your instructor within one week of that absence. If your absence is extended and prolonged (over one week of continuous non-attendance), then you should discuss it with your academic advisor in your home faculty, who may require documentation. That advisor may then contact all of your instructors. See also: ‘Medical Accommodation Policy’ below.

Medical Accommodation Policy

Note: the official Western Accommodation Policy appears below. This is in effect but may be modified temporarily by the university during the academic year as conditions change.

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive

testing. The accommodation policy can be found here: [Academic Accommodation for Students with Disabilities](#).

Academic Accommodation and Consideration

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Academic Consideration for Student Absence

Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

519.433.2023 after class hours and on weekends.

Scholastic Offences, including Plagiarism

The University Senate requires the following statements, and Web site references, to appear on course outlines:

“Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Website:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf.

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy as above). Plagiarized work will receive an ‘F’ (ranging from 0 to 49) and may result in failure in the course as a whole.

“All required papers may be subject to submission for textual similarity review to the commercial

Week 2 (Jan 17-23)	<u>Multimedia Writing</u> Wiki collaborative writing activity—The differences of writing for the Web (instructions given at start of week) This is participation item 2 of 10 Think about a potential subject/ article you might edit in Wikipedia.	Neil Postman “Peekaboo World” in the custom book on the rise of images + lecture material. Felder, Chapters 3-5 on multimedia for Web writing
Week 3 (Jan 24-30)	<u>eBooks, The Future of Print, New Literatures</u> Discussion (Participation item 3 of 10) on website plans. Complete Wikipedia training + Copyedit Wikipedia (5%) by Jan 30	Nicholas Carr (from <i>The Shallows</i>): “The Deepening Page” and “The Very Image of a Book” in the custom reader. Felder, Chapter 6 on non-linear writing
Week 4 (Jan 31-Feb 6)	<u>Hyperlinking, Hypertext</u> Wiki collaborative writing activity (How to Hyperlink). This is participation item 4 of 10.	Bolter (from <i>Writing Space</i>): “Hypertext

	Rough draft of Wikipedia article due Mar 13 for peer review in Week 9	
Week 9 (Mar 14-20)	<u>Web 2.0: Democratization, Anonymity</u>	