



Course Objectives

This course equips students with writing tools for the digital age. Topics include copyright and remix culture, neuroscience and the impact of online reading, collaborative writing with humans and artificial intelligence, and how to craft compelling content for a variety of online mediums and platforms, including social media and websites.

On successful completion of this course, students will be able to

Craft Persuasive and Compelling Digital Content

Create engaging and effective content tailored to diverse digital platforms, with attention to audience, purpose, and medium.

Evaluate Ethical and Practical Considerations of AI in Writing

Examine and apply the ethical implications of AI-assisted writing, including issues of authorship, bias, and originality.

Analyze the Impact of Digital Platforms on Writing

Evaluate how different online platforms (e.g., websites, social media) influence writing style, audience engagement, and content effectiveness.

Collaborate Effectively with Humans and AI in Writing

Develop collaborative writing projects that integrate contributions from both human co-authors and AI, demonstrating an understanding of AI's role in the creative process.

Explore the Neuroscience of Online Reading

Critically assess the effects of digital reading on comprehension, attention, and memory, incorporating insights from neuroscientific research.

Craft Persuasive and Compelling Digital Content

Create engaging and effective content tailored to diverse digital platforms, with attention to audience, purpose, and medium.

Evaluate Ethical and Practical Considerations of AI in Writing

Examine and apply the ethical implications of AI-assisted writing, including issues of authorship, bias, and originality.

Adapt Writing for Multimodal Communication

Design and deliver content that integrates text, images, video, and other media, demonstrating proficiency in multimodal communication across various digital formats.

The ability to communicate information, arguments, and analyses accurately and reliably, orally and in writing to a range of audiences” (source: Ontario Council of Academic Vice Presidents’ statement on “Undergraduate Degree Level Expectations,” 24 October 2005)

minimum of two postings per week (defined as running from Monday to Sunday) in the discussion forums, **one of which must be a reply to another student and one of which must be a 'new' post responding to the main discussion topic.** Posting must be distributed so that at least one contribution is made **by Friday.**

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 substantially to the discussion.

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

Scholastic Offences, including Plagiarism

Scholastic Offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, which can be found here: 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.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement currently Western and Turnitin.com <http://www.turnitin.com>

AI Statement

In this course, students are permitted to use AI tools for information gathering and preliminary research purposes only (unless otherwise indicated in the assignment instructions). These tools are intended to enhance the learning experience by providing access to diverse information sources. It is essential, however, that students critically evaluate the obtained information, exercise independent thinking, and engage in original research to synthesize, develop, and articulate their own ideas, arguments, and perspectives. The use of AI tools can12 0 612 02 -9(l)5(at)spe&

outlines and other materials used in preparing the assignment before a mark is finalized. Assignments should always reflect students' own thoughts and constitute independent written work. By adhering to these guidelines, students contribute to a responsible and ethical learning environment that promotes critical thinking, supports independent inquiry, and encourages original written contributions.

Prerequisites

At least 65% in one of [Writing 2101F/G](#), [Writing 2125F/G](#), [Writing 2111F/G](#), [Writing 2130F/G](#) or [Writing 2131F/G](#); or at least 65% in one of [Writing 1000F/G](#), [Writing 1030F/G](#), or [Writing 1031F/G](#); or at least 65% in each of [MIT 1020E](#) (or both of [MIT 1021F/G](#) and [MIT 1022F/G](#)) and [MIT 1025F/G](#); or permission of the Department (consult the Undergraduate Program Director, Writing).

Antirequisite

Writing 2292G if taken in 2023-24.

Academic Consideration Policy

University policy on academic considerations is described [here](#). This policy requires that all requests for academic considerations must be accompanied by a self-attestation.

Please note that any academic considerations granted in this course will be determined by the instructor, in consultation with the academic advisors in your Faculty of Registration, in accordance with information presented in this course outline.

For procedures on how to submit Academic Consideration requests through the Student Absence Portal, please see the information posted on the Office of the Registrar's website: https://registrar.uwo.ca/academics/academic_considerations/index.html

All requests for Academic Consideration must be made within 48 hours after the assessment date or submission deadline.

All academic consideration requests must include supporting documentation, which may include a Student Medical Certificate. Recognizing that formal documentation may not be available in some extenuating circumstances, the policy allows students to make one Academic Consideration request **without supporting documentation** in this course. However, the following assessments are excluded from this, and therefore always require formal supporting documentation:

