**ENGL 3074 – The Rhetoric of Social Media**

**Spring Semester 2015 – MWF 3:35-4:30pm**

**Professor**: Laura Wilson

**Office**: 110A McMicken

**Office Hours**: M & W 2:30-3:30pm, 5-6pm, and by appointment

**Email**: [wilsola@uc.edu](mailto:wilsola@uc.edu)

**Twitter Handle:** @laurarw (fastest way to reach me – for class trending, use #engl3074)

# Required Materials

No text, but you must have reliable access to the internet. Your success in the class relies heavily on your participation, which includes blogging, searching the internet, and online readings. I will also provide chapters from the following textbooks:

Falls, Jason and Erik Deckers. No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing. Pearson, 2012. ISBN-13: 978-0-7897-4801-0

Hinton, Sam and Larissa Hjorth. Understanding Social Media. Sage, 2013. ISBN-13: 978-1-4462-0121-3

# Course Description

This course will examine the professional use of various social media. Through readings, primary and secondary research, and discussion, students will assess and critique how social media are effective (or not), how they function rhetorically, and whether they achieve their purposes. In addition to analysis, students will produce a semester-long blog, create a promotional video, and develop a social media campaign for a company of their choice.

# Course Goals

* Improve writing skills
* Promote critical thinking
* Gain experience with/knowledge about social media in business to enhance skill sets for job placement
* Produce effective social media

# Attendance

We will meet face-to-face on Mondays and Wednesdays; Fridays will be virtual only. Due to in-class discussion and participation, attendance is critical for success. If you miss more than four classes, you must drop the course (the equivalent of two weeks). Attendance also includes being on time. Ensure that you arrive on time to each class to avoid loss of participation points.

# Homework and Assignments

There are three formal assignments in this course. However, the blog component is semester-long and includes multiple entries each week. To pass, you must complete each entry on time. In addition, you must complete all in-class assignments and homework. If an emergency arises, I reserve the right to accept late papers and assign acceptance conditions. Please notify me as soon as possible ***before*** the assignment is due if you have questions/concerns.

# Academic Misconduct

Please review the University’s description of Academic Misconduct (<http://www.uc.edu/conduct/Academic_Integrity.html>).

If any student is caught plagiarizing on any assignment at any stage (homework, draft, peer review, final), s/he will receive an F for the assignment and, possibly, the course. If in doubt, ASK ME!

## Assignments Grade Distribution

Assignment 1: Weekly Blog 100 points

Assignment 2: RPW Promotional Video 50 points

Assignment 3: Proposal – Social Media Campaign 30 points

Participation (Class discussion, homework, weekly trends, etc.) 20 points

## Total: 200 points

**The A&S Writing Center**

English instructors and graduate students staff the A&S Writing Center, located in 149 McMicken (556-3244). They give one-on-one help on all types of writing and for all stages of the writing process, from planning a document to revising it. They may take drop-ins, but it’s better to make an appointment if you’d like their help. When/if you go, be sure to bring a copy of the assignment so they can tailor their advice to your particular task. For more information, visit the website at <http://www.uc.edu/aess/lac/writingcenter.html>