



Western Arts & Humanities

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

Department of English and Writing Studies

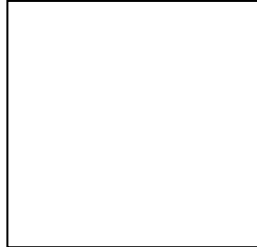
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Winter 2021-22 (January 10-April 8)

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Instructor:



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Office:

1426 University
College

Office hours:

Via email anytime; live
chat (Skype) or tele-
phone calls possible by
appointment



Course Materials:



Title: *Writing for the Web Reader*
Author: Various
Publisher: [UWO Custom](#)
[coursepack](#) (More info in the
Syllabus/Course Info area of the
class)



Title: *Writing for the Web*
Author: Lynda Felder
Publisher: New Riders
Edition: First



Course Objectives:

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 will evaluate the design and content of web texts and create their own web sites.” The focus in this course will be to have you engage in both the production of written texts for the internet and also develop a critical eye for examining the written texts present on the Web, including an understanding of how the relationship between reader and writer is affected by the evolution of technologies.

Assignment	Percentage of Final Mark	Due Date
Discussion Forums x 8; Wikis x 2.	10%	Ongoing
Wikipedia Edits, Evaluate a Wikipedia Article, and Final Article Contribution	Edits = 5%; Evaluate a Wikipedia Article = 5%, Final Article = 15% total (see details later in course outline/ syllabus)	Edits (Jan 30), Evaluate an Article (Mar 6), Draft article (Mar 13), Final article (Mar 27 to April 8)
Essay with hyperlinks or online article (1000 words or so)	30%	February 13
Personal Website	35%	April 8

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 the readings and content of the course** and smoothly incorporate hyperlinks to appropriate online content (examples, visuals, articles, etc.). The subject must be in some way related to writing and/or reading (communication) on the Web. Research your subject, provide new insights, explanations, or examples of the issue. The style can be standard academic or more of a "magazine" or blog style. Length will be approximately 4 double-spaced pages (1000 words), though this is a rough guideline. See **Assignments** for detailed instructions.

Website Development (35%) Due April 8

Select a topic of interest to develop a website using software such as Dreamweaver or by using a premade template from a site like Wordpress, Webnode, Wix or Weebly (not Tumblr unless you create multiple pages and customize the template a lot!). If you use a pre-made template, you must sufficiently customize it to make it yours.



Add content to that site—you must have at least 5 pages/subpages (see **Assignments** for details). If not using a template site, you can use the free space allocated to you at Western to post your site (see instructions in **Course Information**), host it elsewhere. Very few if any students have taken this route in the past few years; most people use a template site already online. If you are using a Wordpress, Webnode or Wix site, hosting is provided already. You just make it live on the web.

Assignment Format

Your essay is to be typed and double-spaced and submitted as .doc, .docx, or .rtf format. If you submit a .pdf file to retain formatting, also submit a second version in a format that I can edit with comments. Do not use a cover page, as these are particularly unnecessary for online submissions. When using sources in a paper, you will be expected to follow MLA, APA, or Chicago-style citations.



Submitting Assignments

Assignments are due on the dates specified on the schedule. Late essays will be penalized by **3% per day** unless I have permitted an extension on the due date. You must speak to me ahead of time for an extension and provide a suitable reason. Weekly class sessions will run from Monday to Sunday, so writing assignments for a particular week are due by Sunday night at 11:59PM, Eastern Time. If they're submitted a little past midnight, say before I wake up the next morning, there won't be any penalty. All this is designed to help last-minute, weekend editors.



You must also submit your final draft of the hyperlink essay/online article to [Turnitin.com](https://www.turnitin.com) for plagiarism checking. This happens automatically when you submit it to the **Assignments** area. Turnitin will generate a report for you, detailing the percentage of your paper that has been taken from sources, which I will also look at. I will not grade any essay until I see the report on Turnitin.com.

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

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 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:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are *not* met, students will need to provide a Student Medical Certificate if the absence is medical or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation. All requests for consideration for assessments worth more than 30% of a final grade must be directed to the Academic Counselling office of a student's Home Faculty.

In this course, all requests for academic consideration must be directed to the Academic Counselling office of the student's Home Faculty if a Self-Reported Absence will not be used.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons.

All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty.

For Western University policy on Consideration for Student Absence, see [Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs](#) and for the Student Medical Certificate (SMC), see: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Multicultural Calendar](#).

Special Requests: Special Examinations, Incompletes, Aegrotat Standing

Please refer to the "Information for All Students in a Writing Course" for more detailed information. Briefly, remember that your instructor does not have the discretion to initiate, consider, or grant (or not) such requests; you must go directly to the Dean's office of your home faculty.

Students who are in emotional/mental distress should refer to Health and Wellness

<http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help. Immediate help in the event of a crisis can be had by phoning 519.661.3030 (during class hours) or

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 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 between The University of Western Ontario and Turnitin.com ([http:// www.turnitin.com](http://www.turnitin.com)).”

Prerequisites

“Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.” The prerequisite for registration in this course is:

At least 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).

Support Services

Registrarial Services <http://www.registrar.uwo.ca>

Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>

Services provided by the USC <http://westernusc.ca/services/>

Academic Support and Engagement <http://www.sdc.uwo.ca/>

Term Schedule

Date	Topic + To Do	Readings
Week 1 (Jan 10-16)	<u>What’s Different with Web Writing?</u> <ul style="list-style-type: none"> Intro self and what characterizes Web writing in your opinion. This is participation item 1 of 10. Get your personal web space at UWO if using; otherwise, look at free website template options like Wix and Weebly. Create account on Wikipedia (instructions provided). 	<ul style="list-style-type: none"> Bolter Chapter 1 “Introduction” from <i>Writing Space</i> in the custom reader (also provided in the Lectures area if you don’t have it yet) + additional lecture material. Felder, Chapters 1 and 2 on audience + overview of Web writing

Week 2 (Jan 17-23)	<u>Multimedia Writing</u> <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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> <ul style="list-style-type: none"> • Discussion (Participation item 3 of 10) on website plans. • Complete Wikipedia training + Copyedit Wikipedia (5%) by Jan 30 	<ul style="list-style-type: none"> • 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> <ul style="list-style-type: none"> • Wiki collaborative writing activity (How to Hyperlink). This is participation item 4 of 10. 	<ul style="list-style-type: none"> • Bolter (from <i>Writing Space</i>): “Hypertext and the Remediation of Print” and “Refashioned Dialogues” in the custom reader.
Week 5 (Feb 7-13)	<u>How Reading on the Web Affects Your Brain</u> <ul style="list-style-type: none"> • Discussion – “Six degrees of Wikipedia” This is participation item 5 of 10. • Hypertext Essay (30%) due: Feb 13 	<ul style="list-style-type: none"> • Carr: “A digression on the writing of this book” in the custom reader. • David Levy (from <i>Scrolling Forward</i>): “Reading and Attention” in the custom reader.
Week 6 (Feb 14-18, short week)	<u>Online identity and blogging</u> <ul style="list-style-type: none"> • Discussion post - website outline. This is participation item 6 of 10. 	<ul style="list-style-type: none"> • Felder, Chapter 12 on blogs • Naomi Baron (from <i>Always on</i>): “Having Your Say” in the custom reader.
Week 7 (Feb 28-Mar 6)	<u>Plagiarism, originality, and the Web</u> <ul style="list-style-type: none"> • Discussion post – remixed item. This is participation item 7 of 10. • Evaluate a Wikipedia article (5%) by Mar 6 	<ul style="list-style-type: none"> • View “Everything is a Remix” (look at the Original Series and other videos) • Read “The Ecstasy of Influence, A Plagiarism.”
Week 8 (Mar 7-13) After Reading Week	<u>Web 2.0 and user participation: eJournalism</u> <ul style="list-style-type: none"> • Discussion post – social media post. This is participation item 8 of 10. • Continue developing pages for website. Recommended: Post main site page for yourself. 	<ul style="list-style-type: none"> • Read Clay Shirky (from <i>Here Comes Everybody</i>): “Publish then Filter” and “Everybody is a Media Outlet.”

	<ul style="list-style-type: none"> • 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> <ul style="list-style-type: none"> • Discussion forums– peer review of classmates’ Wikipedia draft article. This is participation item 9 of 10 • Recommended: Post 2nd page of website 	<ul style="list-style-type: none"> • Felder, Chapter 10 on rhetorical modes. • Read or view Andrew Keen’s interview on “The Cult of the Amateur.” • Read Jaron Lanier’s “Beware the Online Collective”
Week 10 (Mar 21-27)	<u>Web design: crash course</u> <ul style="list-style-type: none"> • Looking at past student websites. No discussion posting needed this week. • Final Wikipedia Article (15%) due Mar 27 (flexible to the end of the term, but aim for the end of Week 10) • Recommended: Post 3rd page of website. 	<ul style="list-style-type: none"> • Felder, Chapter 11
Week 11 (Mar 28-Apr 8)	<u>Wrap up</u> <ul style="list-style-type: none"> • Discussion posts (submit website rough draft for peer and professor advice). This is participation item 10 of 10. • Recommended: Post 4th page • Final Version of Personal Website completed by Apr 8 (35%). 	<ul style="list-style-type: none"> • Felder, Chapter 13