



## Writing 3225: Writing and AI in the Digital Age

### 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)

## Course Requirements

Assignment	Due Date
Human vs. AI writing assignment (15%)	9/22
Persuasive Thesis and Outline Generation (10%)	10/6
AI for Research and Citation (15%)	11/3
AI for Feedback	11/24
Final Project (Blog Article) (25%)	12/6
Discussion Board Participation (10%)	Ongoing

---

### Assignment Format

Essays are to be typed and double-spaced in a standard serif font such as Times New Roman. All assignments must have your name on the first page and be submitted as .doc, .docx, or .rtf format. Do not use a cover page, as these are particularly unnecessary for online submissions. When using sources in the final project, 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 online 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.




### Attendance/Participation

Obviously, we do not meet formally in a Distance Studies course. Therefore, attendance and participation on the Discussion Board 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 classroom and interacting, posting questions and thoughts to the set discussion topics) and are expected to contribute a

**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](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 can serve as a starting point for exploration, but students are expected to uphold academic integrity by appropriately attributing all sources and avoiding plagiarism in any form. Note that for all assignments completed outside of class, the instructor can require you to attend an in-person interview to discuss your work and/or to review research notes, rough drafts,

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 webpage: [https://registrar.uwo.ca/academics/academic\\_considerations/index.html](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:

**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: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic%20Accommodation\\_disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf)

**Students who are in emotional/mental distress** should refer to MentalHealth@Western: (<https://www.uwo.ca/health/psych/index.html>) 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.

## Religious Accommodation

Students should consult the University's list of recognized religious holidays and should give reasonable notice in writing (email), 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](#).

### **Statement on Gender-based Sexual Violence**

Western University [is committed to reducing incidents of gender-based and sexual violence](#) (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website: <https://www.uwo.ca/health/studentssupport/survivorsupport/get-help.html>. To connect with a case manager or set up an appointment, please contact [support@uwo.ca](mailto:support@uwo.ca).

### **Other Student 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/>

## **Intellectual Property and Copyright**

All instructor-written materials (e.g., PowerPoints, lecture notes, oral lectures) for this course are created solely for students' personal use within the course and remain the instructor's intellectual property. Further reproduction, fixation, distribution, transmission, dissemination, communication, or any other uses without securing the consent of the copyright owner (the course instructor) may be an infringement of copyright.

You may not distribute, email, or otherwise communicate these materials to any other person. These limitations extend to recording, photographing, or sharing lectures (online or in-person) and lecture material without permission. Posting the instructor's content from this course to online course sharing sites like OneClass or Course Hero without permission is both an infringement of intellectual property law and a violation of academic integrity guidelines. The instructor will pass these cases on to the Western University Ombudsperson or their Department Chair as appropriate.