



Writing 3225F: Writing and AI in the Digital Age (Fall 2026)

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.
- **Develop 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 (10%)	10/4
Using Prompt Engineering Frameworks (15%)	10/25
AI Collaboration and Reflection (15%)	11/8
AI for Feedback (10%)	11/29
Final Project (Blog article; LinkedIn profile and article; course lesson + video) (40%)	Final 12/9; Some sort of Rough Draft 11/16
Various Discussion Board Participation (10%)	Weeks 1, 2, 6, 7, 9, and 11

Note on Assessment Standards and Written Work

For written assignments in this course, work that meets the assignment criteria clearly and competently, for example, demonstrating solid understanding, apparent structure, and appropriate grammar, will generally earn a grade in the B range (approximately 75–78). This level reflects proficient fulfillment of expectations at the undergraduate level.

Higher grades are reserved for work that moves beyond basic completion to demonstrate a distinct individual voice, depth of engagement, originality of thought, and/or particularly thorough, insightful, or creative approaches to the topic. This may include nuanced analysis, compelling angles of inquiry, or intellectual risk-taking and personal investment in the writing. Individual grading criteria are also provided for specific assignments.

This distinction is intentional. Increasingly polished or technically “near-perfect” prose—whether produced through the sanctioned use of AI-assisted tools or resulting from inappropriate AI use—does not, on its own, indicate the level of individual thinking, judgment, and contribution that higher-level written work requires. Grades above the B range therefore reflect not just correctness or fluency, but evidence of meaningful human authorship and intellectual engagement.

Assignment Format

All assignments are to be electronic (typed) documents and must have your name, course name, section number, and instructor's name on the first page. Some assignments will require version history as noted in the instructions, so will require the use of Google Docs or for your Word document to be saved to the Western OneDrive to show version history. Do not use a cover page; these are particularly unnecessary for online submissions. When using sources in a paper, you will be expected to follow MLA, APA, or Chicago citation practice.

Submitting Assignments + Late Penalty

Assignments are due on the dates specified in the syllabus. Late papers will be penalized at 5% per day and will not receive comments unless I have permitted an extension of the due date. You must contact me ahead of time for an extension and provide a suitable reason (see also Academic Accommodation, below). Our class week runs from Monday to Sunday, so assignments for a particular week are due by Sunday 11:59PM, Eastern Standard Time, unless otherwise stated. All term work must be completed by the last day of classes. Any term work not submitted by the last day of classes will receive a grade of zero without official academic accommodation. Important: you are responsible for keeping a copy of all assignments you submit.

Procedure for Assignment Submission

Under policies adopted by Writing Studies, final drafts of all assignments in 2100-level writing courses must be submitted through Turnitin.com (see **Scholastic Offences, including Plagiarism**, below). You do not need to create a separate Turnitin account. When you submit the final draft of your assignment to Brightspace, it will automatically go to Turnitin. You will upload your final version of each assignment through its link, as a **single** Word (.doc or .docx extension) file, titled to identify you as author. Your graded assignment, with comments, will be returned to you in the same format, through Brightspace.

Please note also that Turnitin will not accept more than a single file submission. In other words, do not try to submit an assignment twice or in parts as two or more files. Also note that when I access your original uploaded Word file; typically any formatting errors (etc.) which show in the Turnitin preview function will not appear on your uploaded file.

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 appropriate 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.

Students are responsible for checking the course OWL site (<https://westernu.brightspace.com/>) regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class. If students need assistance with the course OWL site, they can seek support on the OWL Brightspace Help page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

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, which can be found here:
https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_offences.pdf#Policy.

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 Accommodation

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.

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.

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

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.

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/studentsupport/survivorsupport/get-help.html>. To connect with a case manager or set up an appointment, please contact 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 <https://academicsupport.uwo.ca/index.html>

SPEC(ial Examinations), INC(omplete Standing), Or AEG(rotat Standing)

All requests must be initiated in and with the Office of the Dean of the student's home faculty, using a form provided by that office. Any arrangements will require the eventual approval and signatures of the course instructor and the Director/Writing Studies.

PLEASE NOTE: Individual instructors **do not have** discretion to initiate these procedures or grant these requests; consequently, please do not approach your instructor on these matters prior to initiating your request in your Dean's office, as she or he will simply direct you to proceed as outlined above. Arrangements for Special Examinations must ordinarily be made BEFORE the beginning of the final examination period.

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.