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Office Hours: MWF 10-10:50, 12-12:50
Course Identification
Course Number: ENG104-40

-  [Using MoodleURL](#) (All links accessed in Moodle)

You should review this video and other related tutorials concerning the use of Moodle within the first weeks of this class.

-  [Course Setup in Moodle URL](#)

-  [News forum](#)

General news and announcements. Check regularly

-  [General Course Forum](#)

Use this space to address general questions relevant to the course. This is public space, so questions asked and answers received will be available to the entire class.

-  [Course Objectives and Goals URL](#)



College writing courses at Missouri Western (ENG100, ENG104, and ENG108) are sequenced courses; goals and objectives echo and reinforce each other. Please read the goals and objectives for ENG104 carefully.

In addition to topical readings (Consumption, Advertising, Identity, Technology, Television, Movies, and Media Dreams), you will be reading essays using Narration, Description, Exemplification, Process, Cause and Effect, Comparison and Contrast, Classification and Division, Definition, and Argumentation. For each weekly writing, you are expected to analyze the readings in relation to these rhetorical modes.

Each essay will be worth potentially 10 points (60 points of total grade); you will receive a score based on organization (3), Content (4), and grammar and mechanics (3). Submissions with sentence fragment(s), run-on sentence(s), or comma splice(s) will be deducted 3 points. You really must proofread your submissions. Papers without meaningful assessment of the appropriate rhetorical mode will also lose points. To receive the 3 points for organization, use the template and in-text citations. You must provide both a summary and an evaluation.

The midterm and final essays each will be worth potentially up to 20 points (6 points for organization, 6 points for grammar and mechanics; 8 points for content).

In addition, the course references several tutorials and videos designed to help you in all three areas of your writing: organization, content, grammar and mechanics. You are expected to spend time within these materials. Moodle keeps an accurate record of all the items you access.

- **Required Textbook:** Osborne, Jeff. *Reading Pop Culture: A Portable Anthology*. Boston: Bedford/St. Martin's, 2013.
-  [Class Policies URL](#)
- <http://crain.english.missouriwestern.edu/Class%20Policies.docx>
-  [Bedford St. Martin's Re: Writing URL](#)

Begin and complete grammar tutorials Exercise Central.

- **Course Requirements**

Complete readings in seven chapters and post weekly writing using the format included as an attachment (*2 pages single space, 12 point New Romans type*). Complete midterm review on one of paired readings (3 pages single space, 12 point New Roman type; include in-text citations). Complete final chapter paired readings (3 pages single space, 12 point New Roman type; include in-text citations).

-  [Writing Template File](#) Word document

Use this template for each required writing assignment.

-  [Rhetorical Modes File](#)

Use this summary sheet to remind you of the various rhetorical modes demonstrated in writing. Often, a mixture of these will exist in one essay. Throughout the semester, you will be analyzing articles and explaining how they make use of these strategies.

-  [Bedford St. Martin's Re: Writing and Re: Writing PlusURL](#)




- **Grades**

90 and above A
80-89 B
70 -79 C
60-69 D
69 and below F




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14 January - 20 January

- Read articles in chapter 1 of textbook (13-59), paying close attention to the essay you choose to review and to the Paired Readings (you will be writing a midterm and final review based on your choice among topics).

-  [American English URL](#)
-  [Sentence Types URL](#)
-  [Sentence Structure URL](#)

Please review sentence structure models. I do not normally recommend Wikipedia, but this looks to be helpful.

-  [Sentence Structure File](#)
-  [Sentence Structure Exercises File](#)
-  [Ethos, Logos, Pathos URL](#)

Be sure to view Ethos, Logos, Pathos

-  [Attendance and IntroductionFeedback](#)



Restricted: 'Available until 20 January 2013, 12:55 PM.'

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21 January - 27 January

-  [Writing 1 ConsumptionAssignment](#)

Post weekly writing using the provided review format (*2 page single space, 10 point New Romans type*). Submitted work must exhibit required organization (review), engaging content, publishable quality (no errors!). Make sure paper has been carefully proofread. You are strongly advised to review this work in the Center for Academic Support before your submission due date. Your review will be available for class members to read.




-  [How to Submit an Online Text Assignment URL](#)
-  [Reading Critically URL](#) offers strategies for taking on challenging texts and becoming an active reader.

Term(s): Critical reading

Type of resource: Advice


Rhetorical purpose: Division or analysis

Featured Writer: Anokye, Akua Duku; Fox, Thomas; Harris, Joe; Moss, Beverly; Selfe, Cynthia; Turner, Charles

-  [Thinking Critically URL](#)
-  [Revising URL](#)
-  [Purdue Owl Grammar Punctuation ExercisesURL](#) You are strongly urged to begin review of the following:

-  [Viewing Grades in MoodleURL](#)

28 January - 3 February

- Read articles in chapter 2 of textbook *(60-113), paying close attention to the article you choose to review and to the Paired Readings (you will be writing a midterm and final review based on your choice among topics).
-  [Purdue Owl URL](#)
- Read articles in chapter 2 of textbook *(60-113), paying close attention to the article you choose to review and to the Paired Readings (you will be writing a midterm and final review based on your choice among topics).

-  [Purdue Owl URL](#)
-  [Summarizing and Paraphrasing URL](#)

Description: This brief video demonstrates how summarizing and paraphrasing are necessary skills for fields as wide ranging as science, law, and the humanities.

Type of Resource: Advice

Discipline: Composition, English

Topic(s): Integrating sources

Rhetorical purpose: Summary

Writer: Lovas, John; Wise, Kimberly; Rose, Mike; Hilgers, Dr. Thomas; Harris, Joe; Esh, James; Divakaruni, Chitra Banerjee; Bertsch, Michael

-  [Expository Essay URL](#)

4 February - 10 February

-  [Writing 2 Advertising Assignment](#)

Post weekly writing using the provided review format (*2 page single space, 10 point New Romans type*). Submitted work must exhibit required organization (review), engaging content, publishable quality (no errors!). Make sure paper has been carefully proofread. You are strongly advised to review this work in the Center for Academic Support before your submission due date. Your review will be available for class members to read.

Restricted: 'Available from 17 December 2012.'

-  [Avoiding Plagiarism URL](#)




-  [Advertising Effect on Children URL](#)

Description: Scholars and advertisers analyze the effects of advertising on children, including the Budweiser Frogs campaign.

Discipline: Mass Communication, English Communication

Topic(s): Media Research

Writer: Perle, Liz; Goodby, Jeff; Campbell, Richard

-  [Getting Started URL](#)
-  [Argumentative Essay URL](#)
-  [Logic URL](#)

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11 February - 17 February

- Read essays in chapter 3 of textbook *(136-174), paying close attention to the article you choose to review and to the Paired Readings (you will be writing a midterm and final review based on your choice among topics).

-  [MLA Style Guide URL](#)

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18 February - 24 February

-  [Writing 3 Identity Assignment](#)

Post weekly writing using the provided review format (*2 page single space, 10 point New Romans type*). Submitted work must exhibit required organization (review), engaging content, publishable quality (no errors!). Make sure paper has been carefully proofread. You are strongly advised to review this work in the Center for Academic Support before your submission due date. Your review will be available for class members to read.

-  [Opposing Views URL](#)

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25 February - 3 March

- Read articles in chapter 4 of textbook *(186-242), paying close attention to the article you choose to review and to the Paired Readings (you will be writing a midterm and final review based on your choice among topics).

-  [Model Essays URL](#)

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4 March - 10 March

- o  [Midterm Paired Readings Paper Assignment](#)

Use review form provided and used for other article reviews to complete Paired Readings Review on one of the semester-assigned topics. Requirement: 3 single-spaced pages, Times New Roman font 12, parenthetical notes. Submitted work must exhibit required organization (review), engaging content, publishable quality (no errors!). Make sure paper has been carefully proofread. You are strongly advised to review this work in the Center for Academic Support before your submission due date.

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11 March - 17 March

- o  [Writing 4 Technology Assignment](#)

Post weekly article reviews using the provided review format (*2 page single space, 10 point New Romans type*). Submitted work must exhibit required organization (review), engaging content, publishable quality (no errors!). Make sure paper has been carefully proofread. You are strongly advised to review this work in the Center for Academic Support before your submission due date. Your review will be available for class members to read.

- o  [Technology Video URL](#)

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18 March - 24 March

- o Read articles in chapter 5 of textbook (243-307), paying close attention to the article you choose to review and to the Paired Readings (you will be writing a midterm and final review based on your choice among topics).

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25 March - 31 March

- o  [Writing 5 Television Assignment](#)

Post weekly writing using the provided review format (*2 page single space, 10 point New Romans type*). Submitted work must exhibit required organization (review), engaging content, publishable quality (no errors!). Make sure paper has been carefully proofread. You are

strongly advised to review this work in the Center for Academic Support before your submission due date. Your review will be available for class members to read.

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1 April - 7 April

- Read articles in chapter 6 of textbook (308-363), paying close attention to the article you choose to review and to the Paired Readings (you will be writing a midterm and final review based on your choice among topics).

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8 April - 14 April

-  [Writing 6 Movies Assignment](#)

Post weekly writing using the provided review format (*2 page single space, 10 point New Romans type*). Submitted work must exhibit required organization (review), engaging content, publishable quality (no errors!). Make sure paper has been carefully proofread. You are strongly advised to review this work in the Center for Academic Support before your submission due date. Your review will be available for class members to read.

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15 April - 21 April

- Review course progress and field any questions about your work. You will receive a final grade based on 6 article reviews (potentially up to 10 points each) and 2 Paired Readings (potentially 20 points each).

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22 April - 28 April

-  [Final Paired Readings Essay Media Dreams Assignment](#)

Use review form provided and used for other article reviews to complete Paired Readings review on Media Dreams. Requirement: 3 single-spaced pages, Times New Roman font 12, parenthetical notes. Submitted work must exhibit required organization (review), engaging content, publishable quality (no errors!). Make sure paper has been carefully proofread. You are strongly advised to review this work in the Center for Academic Support before your submission due date.

-  [Media Effects URL](#)

Description: Scholars and industry insiders discuss how media effects research informs media development and distribution.

Discipline: Mass Communication, English Communication

Topic(s): Media Research

Writer: Perle, Liz; Goodby, Jeff; Curtis, Terry; Campbell, Richard

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29 April - 5 May

- **Last Day of Class--Monday, April 29**

Study Day April 30

Final Exams May 1-7

Final Grades Due May 9