

MAPC Courses for Spring and Summer 2008

If you have any questions about a course, please contact the professor or the MAPC program director.

Spring 2008

ENGL 678.1 Digital Literacy TTh 9:30-10:45 AM Teddi Fishman

In this course, students will examine a variety of digital texts and genres, explore social and political issues relating to electronic communication, and construct (or reconstruct) their own digital narratives. No previous electronic authorship skills are assumed.

ENGL 695.1 Technical Editing TTh 2-3:15 PM Joe Sample

Editing, like writing, should be based on rhetorical principles, and this course will emphasize ways that editors can help writers accommodate their audience's needs. In particular, Technical Editing will emphasize the following essential components of writing: analysis of rhetorical situation including audience, purpose, visual rhetoric, and structure; critique of content; and review and rhetorical context of language correctness.

ENGL 698.1 Studio Composition and Communication TTh 11 AM-12:15 PM Teddi Fishman

This is the continuing course for the creative inquiry sequence that addresses the uses of studio and other non-traditional spaces as sites of learning, communication, and collaboration. Students will read applicable theory and then design their own (individual and/or collaborative) inquiries based upon current and potential studio usage.

ENGL 850.1 Research Methods M 5:45-8:30 PM Huiling Ding **ENGL 850.2 Research Methods M 5:45-8:30 PM Tharon Howard**

The purpose of this course is to offer you an overview of major contemporary approaches to research in professional communication—approaches which you can use later to guide your thinking about designing your own theses and projects. Our course will be broken down into four major areas of exploration or "modes of inquiry:" 1) Philosophical/Theoretical (i.e., how do you DO theory), 2) Empirical (i.e., how do you design case studies, ethnographies, surveys, qualitative descriptive studies, true experiments, or quasi-experiments?), 3) Historical (i.e., what are different ways of doing history and archival research?), and 4) Rhetorical ((i.e., what techniques may be used to conduct a rhetorical study of a communication product?). The major projects for the course will be a client-based research study and a research prospectus which may become your thesis/project.

ENGL 853.1 Visual Communication Th 5-7:45 PM Jan Holmevik

This course focuses on visual communication in online media and in video games. The central component of the course is a semester long research and development project where students will work in groups or individually to produce new media content and visual presentations. Readings will cover theoretical, practical and technical issues, and are aimed at supporting the students' development projects as well as their understanding of visual communication in these areas.

ENGL 856.1 Workplace Communication T 5-7:45 PM Sean Williams

English 856 demonstrates the role that communication plays in organizations. Sometimes called "organizational communication," workplace communication includes understanding the ways people complete their work through communication, how communication practices reflect an organization's culture and the impact communication has upon an organization's success. The major objectives of this class include:

- Demonstrating a familiarity with different approaches to studying workplace communication
- Studying in depth a particular workplace communication issue
- Collaborating with an industry partner to describe the role of communication in their workplace

ENGL 885.1 Composition Theory T 2-4:45 PM Cynthia Haynes

The purpose of this course is to familiarize students with a wide range of current rhetoric and composition theories and practices. The course is designed to prepare students to teach ENG 103 in argumentative writing. One major aim of the course will be to blur the boundary between the theoretical and practical. That is, there will be specific

theoretical texts to digest and practical applications to explore. Another aim of the course is to consider rhetoric as a metadiscipline under which we explore the effects of new technologies and how they generate new perspectives on textuality and literacy. Thus, the readings will be in print and digital formats and involve studying traditional and multimodal composition. See <http://people.clemson.edu/~texcyn/ENG885/> for more information.

Summer I 2008

ENGL 839.1 Proposal Writing

Jan Holmevik

Catalog description: Practice reading requests for proposals, analyzing rhetorical contexts and theories of proposals, and writing proposals and grant applications. More complete course description coming soon.

Summer II 2008

**ENGL 832.1 Special Topic:
Public Relations**

Joe Sample

Public Relations in Professional Communications introduces you to public relations as the field relates to students of professional communication. As an ENGL: 832 Scientific, Technical, and Business Writing seminar the course is designed to introduce students to "writing in areas such as professional editing and publishing, writing for government and industry, teaching technical writing, and writing for journals, magazines, and newspapers." Public relations practitioners must be conversant in all of these different writing styles and communication situations.