



English 1301: Expository Composition  
Section 3D, CRN 21503; MWF, 9-9:50  
Section 3P, CRN 21513; T/Th, 11:30-12:50  
Spring 2020

**Instructor:** Kelli Wood

**Office Hours:** Monday: 1-3; Thursday 11-1

**Online** through Blackboard Collaborate

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"You don't have to be great to get started, but you do have to get started to be great."

--Les Brown

## Syllabus Addendum: March 27, 2020

### SCHEDULE

Hi, everyone! I hope you're hanging in there. These definitely are interesting times. Here is our new schedule. We'll be doing things on a weekly basis from now on. Basically our weeks will run from **Tuesday to Monday midnight**. When you look at the week's work, that's everything you need to have done by the "end" of that week. Don't leave it all until Monday! You'll make yourself crazy and your work will suffer for it.

We're starting from where we would have been at if this was an online class. So, we'll be dropping where we were and moving on to the next project.

Look at each week's schedule and think about where parts of it will fit into your schedule for the week. Do things earlier in case you have problems or questions—that will give you time to ask me questions.

I will post a "What's Going On" video every Monday on my YouTube channel and put a link to it on the Blackboard Announcements page. This will be a very short video just explaining what's going on for the week and answering any consistent questions that come up. *Make sure and watch that!!!*

I can already hear someone asking, "can I work ahead?" Yes, you can. However, I won't grade on your schedule; I have to grade on mine since I have other classes. So, you are welcome to work ahead, just make sure to read and watch the videos. Then you'll need to check in to see my comments when I get them to you and follow up on those things as needed. I suggest you stay with the pace of the course unless there's some compelling reason to get ahead.

I put all of our online readings in a pdf handout, so, if you are working on an internet connection that isn't the greatest, or like me, all the sudden must share it full time with other people in your house, you can download this and read it without an internet connection.

There are a number of videos where I go through sample essays and explain key things to do in the essay. Those are important. If you watch those carefully—take notes—they will help you. Of course, our prewritings give you the basics of our essay.

Trust the process, follow the schedule, read and listen carefully, ask me questions, do your best.

## Week 10: March 30-April 6

- **Learning about APA Citation**
  - [APA Citation Basics](#) (Video)
  - [Writing down the Basics](#)
    - APA Formatting and Citation, pp. 79-97
  - *Writer's Reference*
    - APA Papers, pp. 437-449
  - APA Format (choose one)
    - [APA Format: MS Word](#) (Video)
    - [APA Format: Google Docs](#) (Video)
    - [APA Format: Apple Pages](#) (Video)
    - [APA Format: Word for Apple](#) (Video)
    - [APA Format: Open Office](#) (Video)
- [APA Format Assignment](#)
- **What's a Multimodal Text?**
  - *Writer's Reference*
    - Reading and Writing about Multimodal Texts, pp. 70-78
- **Stuff to Get Done: Due**
  - [Week 10 Quiz](#)
  - [APA Formatting Assignment due on Blackboard](#)

## Week 11: April 7-13

**NOTE: For Essay 3, you must use at least two of the readings we do which are marked with \* on the syllabus or [Essay 3 webpage](#). To access all of my YouTube Videos for this essay, [go here](#).**

- **What We're Doing Now**
  - [Media Analysis Prewriting and Essay Assignment](#)
  - [\\*Sociology of Gossip\\*](#) (Video)
  - Introduction to Media Literacy (Videos)
    - [Part 1](#)
    - [Part 2](#)
- **What the Experts Say**
  - [\\*Advertising's Fifteen Basic Appeals\\*](#)
  - [\\*Advertising Analysis\\*](#)
  - [\\*Introduction to Media Literacy\\*](#)
- **How Others Have Done This**
  - Sample: Video Walk-through—[Beamers Before Babies](#)
    - Extras
      - [Beamers before Babies](#) the essay text
      - [Check out the "ad"](#)
  - Sample: Video Walk-through--[Fat Food Fast](#)
  - Sample: [A Look Between the Lines](#) ([Video Walkthrough Here](#))

Think of these 3 articles as your basic textbook for how to do this. Read these carefully and go back to them as references.

(Continued →)

- **To Do List: Assignments**
  - [Week 11 Quiz](#)
  - [Week 11 Discussion](#): What current or past ads or TV shows stand out for you as you begin to think about this essay? Think of one, identify it, and tell us what it's saying when you read between the lines. Use examples to support your point. Don't forget to check back in over the course of the week and contribute to the developing conversation.

## Week 12: April 14-20

- **More Expert Thoughts on This**
  - [\\*Captive: How the Ad Industry Pins us Down\\*](#)
  - [\\*How Advertising Manipulates Your Choices and Spending Habits \\*](#)
  - [\\*Ads Don't Work That Way \\*](#)
- **Some More Examples**
  - Sample: [Everything's Important Except our Future](#) (Video Walkthrough)
  - Sample: [Women are Invincible](#) (Video Walkthrough)
- **Getting Started on Your Analysis**
  - [Prewriting 1](#) (Video) ([Slideshow](#))
- **To Do List: Due**
  - [Prewriting 1](#)
  - [Week 12 Quiz](#)
  - [Week 12 Discussion](#): Post a link to the ad you'll analyze and point out what you see in it in terms of what we've studied so far, then respond to a few others with ideas for what you also notice in those. Use this list to think about some of those things:  
<http://kelli.ninja/1301/e3/ad-technique-appeals-short-list.pdf>

## Week 13: April 21-27

### Keep the Expert Ideas Coming

- \*[Shame: The Secret Tool of Marketing](#) \* ([Audio](#)—this was originally a podcast. Listening is better with this one.)
- \*[Experts: Men Have Body Image Worries Too](#) \*
- \*[Jesus is a Brand of Jeans](#) \*

### What Others have Done

- Sample: [Dumb is the New Smart](#)
- Sample: [It's a Man, Man, Man World](#)
- Sample: [A Fat World Wearing a Skinny Mask](#) (Video Walkthrough)

### Developing Your Analysis

- [Prewriting 2](#)-Video ([Slideshow](#))
- [Prewriting 3](#)-Video ([Slideshow](#)) (**Prewriting video link updated!**)
  - The form is on in the Prewriting 3 link on Blackboard.

### To Do List: Assignments

- [Week 13 Quiz](#)
- [Prewriting 2](#) on Blackboard
- [Prewriting 3](#) on Blackboard
- [Remember to take advantage of the online writing center.](#)

## Week 14: April 28-May 4

### Some Final Experts

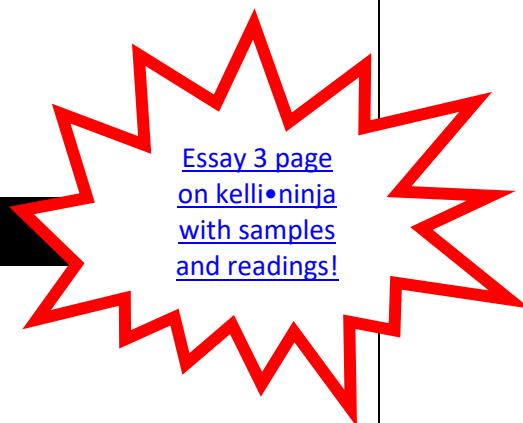
- \*[The Power of Images: Creating the Myths of our Time](#) \*
- \*[Idols of the Marketplace](#) \*

### One Last Reading from the *Writer's Reference*

- Draft and Revise—Draft a Conclusion, pp. 7-18

### Penultimate To Do List: Assignments

- Use your prewritings to draft your essay.
- [Remember to take advantage of the online writing center.](#)
- Turn in your **ESSAY 3 and COVER LETTER DRAFT** on [Blackboard](#).
  - I will give you QUICK comments so that you can use those as you finish the final letter and essay.



[Essay 3 page on kelli•ninja with samples and readings!](#)

## Week 15: May 5-11

### Your Final Essay

- [Essay 4: Reflective Self-Analysis](#)
- [Video Walk-through of Samples](#)   [Print version of samples](#)

### □ Last To Do List: Assignments

- [Final Exam/Quiz due on Blackboard by Dec. 10](#)
- [Week 15 Discussion](#): Overall, what have you learned to do to help yourself approach writing in the future? What things have helped? What things stall you in writing? What things help you overcome that? You also might want to share thanks, good wishes, and goodbyes.

## Week 16: May 11-15 (Finals Week)

- Due by **Tuesday, May 12<sup>th</sup>** [Essay 3—FINAL Ad Analysis and Cover Letter](#)
- [Essay 4 Due](#) by **Wednesday, May 13<sup>th</sup>**

**Of course you may turn these in earlier, but make sure to get them in by the due date.**