

San José State University
Department of English & Comparative Literature
ENGL 1A: First-Year Writing, Section 85, Fall 2017
“The Nostalgia Tree: Planting the Seedlings of Pop Culture Into Our Identities”

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Office Hours:	Thursdays 3-5pm
Class Days/Time:	TR 6:00pm-7:15pm
Classroom:	Sweeney 444
Prerequisites:	Reflection on College Writing
GE/SJSU Studies Category:	GE Area A2 Written Communication I

Course Management Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, and assignment instructions can be found on the Canvas learning management system course website. You are responsible for checking the messaging system through MySJSU to learn of any updates.

ENGL 1A Description

ENGL 1A is an introductory writing course that will help you understand the writing process and the goals, dynamics, and genres of written communication. Through interpretation and analysis of texts, you will learn to think clearly and write effectively as you give form and coherence to complex ideas. You will explore writing for various audiences and rhetorical situations.

Section 85 Course Description

Since the advent of the written word, the media has been planting its seeds of influence into our ever-growing and changing brains and personalities. Now, with our generation coming of age with televisions in front of our faces and smartphones in our hands, everything we consume has been shaping our minds since before we were born. In this course, we will take a ride on the nostalgia train, recalling the media we have been consuming since the beginning of our lives and drawing connections between it and aspects of our identities. Through various reading, writing, and visual assignments, we will see how deep our ties with television, music, movies, marketing, books, fashion, and the internet have become and how they have developed and changed throughout the years.

ENGL 1A Learning Outcomes (GELO)

Upon successful completion of the course, you will be able to

- read actively and rhetorically;
- perform the essential steps in the writing process (prewriting, organizing, composing, revising, and editing) and demonstrate an awareness of said performance;
- articulate an awareness of and write according to the rhetorical features of texts, such as purpose, audience, context, and rhetorical appeals;
- integrate your ideas and those of others by explaining, analyzing, developing, and criticizing ideas effectively in several genres;
- demonstrate college-level language use, clarity, and grammatical proficiency in writing.

ENGL 1A Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, you are expected to spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on.

Assignment Word Count and Learning Goals

Assignment	Word Count	GELO
Early Media Influencers Essay	750	1,2,3,4,5
Media Literacy Essay, Part 1	1000	1,2,3,4,5
Be”Tween” Marketing Essay	1000	1,2,3,4,5
Media Literacy Essay, Part 2	1250	1,2,3,4,5
Final Media Literacy Essay/Project	2000	1,2,3,4,5
Reflective Portfolio	1000	2,3,4,5
Final Portfolio	7000	1,2,3,4,5
Journal	1000	3,4,5
Creative Project #1	250	3,4,5
Creative Project #2	250	3,4,5
Rhetorical Presentation	500	1,3,4,5

Required Texts

Textbooks

The Pop Culture Zone, 2nd Edition

ISBN-13: 978-1337284226

ISBN-10: 133728422X

The Elements of Style, 4th Edition

ISBN-13: 978-0205309023

ISBN-10: 9780205309023

Other Readings

Any other supplemental readings will be provided for you via Canvas.

Technology

Technology, including smartphones and laptops, will be heavily utilized in the class. Come prepared to use your devices. **HOWEVER**—if you are using your devices during a time they haven't been specified to be in use (aka: journal time, lecture time, some group work, etc.), points will be deducted from your participation grade. The unauthorized usage of these devices are a distraction to me, along with your classmates.

Grading Policy

A-F. This class must be passed with a C or better to move on to CORE GE Area C3 and to satisfy the prerequisite for English 1B. A passing grade in the course signifies that the student is a capable college-level writer and reader of English.

A = (Exceptional Work) 3150-3500 points

B = (Above Average Work) 3149-2800 points

C = (Average Work) 2799-2450 points

D = (Below Average Work) 2449-2100 points

F = (Failing Work) 2099 or Below points

Grading Breakdown

Five Essays – 1350 Points

Early Media Influencers Essay – 100 points

Media Literacy Essay, Part 1 – 200 points

Be"Tween" Marketing Essay – 250 points

Media Literacy Essay, Part 2 – 300 points

Final Media Literacy Essay/Project – 500 points

Two Projects – 400 points

Creative Project #1 – 200 points

Creative Project #2 – 200 points

Rhetorical Presentation – 300 points

Reflective Portfolio – 250 points

Journal – 250 points

Final Portfolio – 550 points

Participation – 400 points

TOTAL POINTS POSSIBLE – 3500 points

Classroom Protocol

Reading

English 1A is a reading-intensive course meant to help you strengthen your reading and critical thinking skills. All readings listed on the calendar must be finished by the class time for the date listed. So to ensure full credit you must complete the readings by class time and be prepared to participate orally and in writing.

Writing

English 1A is a writing-intensive course meant to prepare you for college-level writing, which will be required in all other classes, and which depends upon clear communication of meaning. All essay writing assignments are noted on the calendar and must be turned in by the beginning of class on the day they are due. All other writing assignments will be assigned during class and must be turned in on time. You will also receive assignment sheets with further instructions for all essays. You will write more than 8000 words this semester.

Learning Groups

At the beginning of the semester, I will divide you into groups of five. You will be required to complete a group project at some point in the semester with your assigned group. Also, you will be expected to conduct peer workshops throughout the semester. Please exchange information and get to know members of your group in case you've missed an assignment or need to meet outside of class.

Out of Class Essays

You will write out of class essays at the end of each unit. Each essay will be a ranging from 750 words (3 pages) to 200 words (8 pages) long. You are encouraged to bring rough drafts to my office hours to make essays as excellent as possible. There will be significant point deductions for not using MLA, or for improper or missing citations. Part of MLA guidelines require the essay be typed in a 12-point font, double-spaced, with one-inch margins on all sides, and with your name and page number in the header. All minimum requirements listed on the writing prompts must be met in order to pass the assignment. Passing is a C. To receive an A you must exceed the requirements.

Creative Projects

Along with the completion of your essays, you are required to turn in two projects during the middle of each unit. Each project will coincide with the unit and essay assignment. These projects aren't graded on artistic merit, but effort on the student's part. In short, you don't have to be the best artist to get a good grade on the project. If I can tell time and effort was put into the project, I will grade accordingly.

Rhetorical Project

At some point in the semester, you will be expected to complete a group rhetorical project with your learning group. It will be a 15-20 minute lecture to the class on your assigned Strunk and White chapter. As part of this

project, you will be responsible for giving the class a lecture, a one-page minimum worksheet, and a classroom activity covering materials in your assigned chapter.

Journal

Each day you are in class, you will be responsible for a 5-10 minute journal entry in a composition notebook (NO SPIRALS), be it a free write, an assigned question, or another prompt. Your entries need to be dated and I will check them at random. If you miss a day, you will be expected to make it up. This will be done at the beginning of class, so please be on time for class. There will be random journal checks throughout the semester, so be sure to label and date your entries and stay caught up on assignments

Classroom Workshops

You will be responsible for attending both classroom workshops at the end of the semester. If you do not attend class on these dates, points will be deducted from your participation grades.

Revisions

Your final essay will be a revised compilation of your work throughout the semester. Moreover, you will also be required to revise and extend a journal entry for your final portfolios. You will have the chance to receive both instructor and peer feedback throughout the semester. Note that “revision” and “editing” are two different concepts. In short, merely fixing grammar and mechanical errors does not solely constitute a revision. If those are the only changes you make to your work, points will be heavily deducted.

Reflective Portfolio

The English Department requires all English 1A students to turn in a Reflective Essay, along with an appendix and essay sample they have completed at some point throughout the course. These portfolios will be turned in toward the end of the semester via an ePortfolio on Canvas.

Final Portfolio

This is the fun part! You'll be able to show off the hard work you've done throughout the semester. You'll turn in your final portfolio and present one of your essays and creative projects to the rest of the class.

Participation

As a member of this class, you should be committed to contributing to discussion, answering questions, and completing assignments, and overall growth. I will observe your participation and grade you accordingly throughout the semester.

Attendance

You are unable to participate in this class if you don't attend. Therefore, your attendance will have a direct correlation with your participation grade.

Tardiness

I will be on time for every class, so I expect you to do the same. We will begin classwork promptly at 6:00pm and if you are tardy, you will be expected to make up that assignment. Also, being tardy is a disruption to me, along with your classmates. Please make an effort to be respectful and be on time.

Late Work

I will permit you to turn in ONE late assignment in the course of the semester. I encourage you to use this opportunity when you really need it, like when you are sick or unable to attend class for another important reason. Once you have turned in one late assignment, no others will be permitted.

Eating

I understand that this course is during dinnertime, so I will permit eating in the classroom as long as it's not disruptive. Nothing too smelly. Nothing too loud. Nothing that is going to be messy.

Extra Credit

Throughout the course of the semester, I will allow you to turn in two extra credit assignments that will add 10 points to your participation grade. You may complete attend any on-campus reading event and write a one-page summary about your experience. For more information on these events, please visit <http://www.litart.org/>.

University Policies

Please go to the following website for a complete list of all university policies:

<http://www.sjsu.edu/gup/syllabusinfo/index.html>.

English 1A – Section 85/ “The Nostalgia Tree: Planting the Seedlings of Pop Culture Into Our Identities,” Fall 2017 Course Schedule

**schedule is subject to change; in this case, see Canvas for more details*

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/24	Guided Journal Exercise (Commercials)
2	8/29	Parents as Initial Media Influencers
2	8/31	Children’s Media
3	9/5	Children as Consumers
3	9/7	The Cartoon Era
4	9/12	Formative Fear Early Influencers Essay Due by 11:59pm on Canvas
4	9/14	Marketing to Children—The Law;
5	9/19	Marketing Food Fight
5	9/21	Children’s Networks—The Fight to be #1, Part 1
6	9/26	Children’s Networks—The Fight to be #1, Part 2
6	9/28	From Cartoons to Live Action
7	10/3	The “Tween” Era Media Literacy Essay #1 Due by 11:59pm on Canvas
7	10/5	Social and Internet Media
8	10/10	From Xbox to Instagram
8	10/12	The Rise of the Fandoms, Part 1 – Books, Television, and Music
9	10/17	The Rise of the Fandoms, Part 2 – Books, Television, and Music

Week	Date	Topics, Readings, Assignments, Deadlines
9	10/19	Targeting Teens to Buy
10	10/24	Behind the Earbuds Be“Tween” Marketing Essay Due by 11:59pm on Canvas
10	10/26	Fashion – From Hot Topic to American Eagle
11	10/31	Teen Television as influencer
11	11/2	Teen Television – Entertaining while Dealing with “teen issues”
12	11/7	Teen Film – The Power of YA
12	11/9	FanArt, Part 1 – Are the Fans Legitimate Artists?
13	11/14	FanArt, Part 2 – Are the Fans Legitimate Artists? Media Literacy Essay #2 Due by 11:59 on Canvas
13	11/16	Creative Project #1 Presentations
14	11/21	Creative Project #2 Presentations
15	11/28	WORKSHOP #1
15	11/30	WORKSHOP #2
16	12/5	WORKSHOP #3
16	12/7	Rhetorical Project Presentations
17		Final Thoughts & Class Reflection Reflective Portfolio posted to Canvas by 11:59pm December 12
Final Exam	12/14	Sweeney 444, 5:15pm-7:30pm Final Media Literacy Essay/Project Due by Exam Time