



ENG 2720 Writing with New Media
(4 credits, 4 hours)

Prerequisite: ENG 2700 Introduction to Professional and Technical Writing

Course Description

An exploration of the changing nature of composition practices and rhetorical strategies in the digital age. Students are introduced to a variety of digital writing platforms that expand communicative practices beyond print-based media. Taking advantage of the visual and interactive properties of computer-mediated communication, students consider the ways in which rhetorical strategies are transformed in digital environments.

Learning Outcomes, Activities, and Assessment

Students will be able to compose in a variety of media and digital environments, and to understand the rhetorical, social, cultural, ethical, and legal contexts of these compositions.

Written, oral, and multimedia assignments will measure their ability to:

- Demonstrate understanding of the ways particular media require differing composition practices and rhetorical strategies
- Develop media literacy by critically reading as well as generating texts for multiple media environments and audiences
- Maintain a written online presence through various media, and explore social media and participatory culture
- Understand ethical and legal issues surrounding changing publishing, copyright, and intellectual property practices
- Explore career opportunities in professional and technical writing.

Learning outcomes will be achieved by giving students the opportunity to:

- Read and respond to multimedia texts through class and online discussion
- Write in networked environments and experiment with online identities
- Analyze, participate in, and write for online communities and social media
- Create presentations and multimedia compositions using professional tools
- Collaborate with peers to develop content, provide feedback and revise projects
- Engage in metacognitive reflection and writing

New York City College of Technology Policy on Academic Integrity:

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion. The complete text of the College policy on Academic Integrity may be found in the catalog.