

WRTG 1374: First-Year Seminar

😂 Emoji, Memes, & Digital Media 😂

T/Th 10:50am–12:05pm | Thompson 105 | CRN 30458

What is this course?

[From the Undergraduate Bulletin:](#) The FYS in Diversity in Creative Works provides a small classroom environment for students designed to promote community, develop skills necessary for success, and reinforce the importance of written communication.

WRTG 1374 is an introduction to rhetorical analysis through popular visual and digital media. Images like emoji, memes, and infographics are often used for humor or entertainment, but these texts also carry social, political, and cultural meaning.

In this class, you will think critically about the messages communicated by different media and create a diverse range of visual and written texts for different rhetorical situations.

What will I learn?

By the end of WRTG 1374, students should be able to do the following:

- rhetorically analyze visual documents
- think and reflect critically on how we shape and are shaped by visual media
- analyze the social, cultural, and political messages communicated through visual media
- identify genres based on their rhetorical design conventions
- compose with attention to both content and design

What do I need?

We don't have a textbook. Instead, I will make readings available through Google Classroom (classroom.google.com), which you will access regularly this semester to submit work, view feedback and grades, and access course materials—[including class notes!](#)

Dr. Allison Hitt



Thompson 323



MW 10-11:30, 1-3
T 12:30-1:30



(501) 450-5607



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What will we be doing this semester?

1. **Digital Media Narrative (10%):** First, you will write a narrative essay that introduces and reflects on the different media that you create, circulate, and consume. To supplement your narrative, you will incorporate visual media. 3-page essay. **(due 2-8)**
2. **Meme Critique (15%):** You will select a political issue that matters to you—whether national or local to Arkansas or UCA—research the different perspectives, and create a meme series that comments on that issue. 5 memes, 2-page reflection. **(due 3-1)**
3. **Emoji Analysis (15%):** In 2015, 🙄 was named the Oxford Dictionary Word of the Year, and emoji are a universal visual language. You will select an emoji and analyze its origin, uses, and meanings across different contexts and cultures. 4-page essay. **(due 4-3)**
4. **Infographic (30%):** Finally, you will create an infographic that offers advice for incoming first-year college students. The content, visual design, and tone of the infographic are up to you but must be appropriate for the audience. **(due 5-3)**
5. **Reading Responses (30%):** You will write five 2-page reading responses throughout the semester that reflect critically on the issues raised in our course readings.

EXTRA CREDIT: Take detailed [class notes](#) (5 pts/day) for up to 25 points.
Attend [academic success workshops](#) (5 pts/session) for up to 25 points.

How will we be graded?

A: 90-100%	B: 80-89%	C: 70-79%	D: 60-69%	F: 59% & below
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What are Dr. Allison’s policies?

Accessibility. I am committed to creating a classroom environment that is respectful of and inclusive to different learning and writing processes. If we can work together to make the class more accessible, please let me know.

Late Work. Assignments are due by the time specified on Google Classroom. You can request an extension for one major project by emailing me: ahitt@uca.edu



Everyone is allowed one extension. If you need one for the digital media narrative, meme critique, or emoji analysis, email me one day before the deadline.

There are no extensions for the final infographic.

Respect. I expect you to behave professionally when participating in class discussions, interacting with me in class and through email, and working with your peers. **You do not have to agree with someone to treat them, their ideas, and their work respectfully.**

Technology. Our classroom is a computer lab, but you are welcome to bring a laptop or tablet to class for notes and peer review. I expect you to be responsible with your technology use. If you stare at your phone or laptop for the entire class period, you will be asked to leave.

What are UCA's policies?

Academic Integrity. The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the *Student Handbook*. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy. (<http://uca.edu/integrity/>)

Accommodations. The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Support Services, 450-3613. (<http://uca.edu/disability/eligibility-for-services/>)

Attendance. If a student in a WRTG course misses two weeks' worth of classes—e.g., four classes in a TR course—and/or a student misses a week's worth of classes consecutively without contacting the instructor, the instructor will drop the student from the course.

Building Emergency Plan. An Emergency Procedures Summary (EPS) for Thompson Hall will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>.

In the event of an evacuation order, classes that meet in Thompson 105 will exit through the east door and reconvene at the Harding Centennial Plaza fountain to await further instructions from campus police. In the event of a shelter in place order, we will lock doors and stay away from windows. In the event of a tornado, we will shelter in first floor stairwells, restrooms, or kitchen.

Disruptive Behavior. Any student whose behavior regularly interferes with the instructor's ability to conduct class and foster student learning (or who severely impedes the conduct of class) may be dropped from the class. Students dropped for disruptive behavior will receive a grade of W, and a record of this disciplinary action will remain on the student's university file.

First-Year Seminar. This section is designated as a First-Year Seminar (FYS) course. The purpose of the FYS is to provide a small-class learning environment to facilitate engagement in academic study at the collegiate level, make a connection to the university, and reinforce the importance of written communication skills.

Lower-Division Core. This course is part of the Diversity component of the Lower- Division Core. Diversity courses promote the ability to analyze familiar cultural assumptions in the context of the world's diverse values, traditions, and belief systems as well as to analyze the major ideas, techniques and processes that inform creative works within different cultural and historical contexts. For more information, go to <http://uca.edu/core>.

Student Evaluations. Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on "Course Evaluations."

Title IX Disclosure. If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member (as it relates to "student-on-student" or "employee-on-student"), the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs, and the obligation to conduct an investigation will depend on the specific set of circumstances. The determination to conduct an investigation is made by the Title IX Coordinator.
(<https://uca.edu/titleix>)

Withdrawal. March 30 is the final date to officially withdraw from Jan. 11–May 4 classes or the university with a W grade unless already dropped for non-attendance. After this date, only grades of A, B, C, D, F will be received.

