

University of Arkansas – Fort Smith
5210 Grand Avenue
P. O. Box 3469
Fort Smith, AR 72913-3469
479-788-7000

General Syllabus

ENGL 46343 Writing for the Web

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: ENGL 224603 Introduction to Writing Studies or ENGL 31043 Editing for Usage, Style, and Clarity, or ENGL 39043 Visual Rhetoric or consent of instructor

Effective Catalog: 2019-2020

I. Course Information

A. Catalog Description

Provides advanced instruction in writing for multimedia, including principles of web usability, information design, and new media journalism. Examines ways in which new technologies and social media impact rhetoric and the writing process. Additionally, students will produce a variety of digital and traditional texts using a variety of tools and software.

B. Additional Information

None

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Analyze the rhetorical situation and provide effective web-based documents in response to a specific audience, purpose, and writing occasion.
2. Design web-based documents using principles of effective visual rhetoric, i.e., document and page design and lay-out, use of graphics and other illustrations, etc.
3. Produce focused, well-organized and developed, well-edited web-based documents.
4. Demonstrate positive ethical choices in producing and editing web-based content.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking Skills**

Students will identify problems/issues and develop solutions/analysis. Students will analyze a variety of texts for their rhetorical and/or literary features, as well as analyze the rhetorical situation to which the texts they produce respond.

Communication Skills (written and oral)

Students will communicate proficiently. Students will practice communication skills through discussions, presentations, and a variety of required written assignments.

Ethical Decision Making

Students will model ethical decision-making processes. Students will practice critical response to the writing of others, responsible use of research materials and intellectual property, and the ethical use of persuasion.

Global & Cultural Perspectives

Students will reflect upon cultural differences and their implications for interacting with people from cultures other than their own. Students will analyze the rhetorical situation, produce texts for a variety of audiences, and avoid the use of biased language.

III. Major Course Topics

- A. Analysis of rhetorical discourse situations
- B. Analysis of existing web-based documents and the theories that inform their design
- C. Use of elements of layout and page design for effective web-based documents
- D. Use of appropriate and effective graphics and visuals in web-based documents