

ENG 280 (31) College Composition II

Time: M, W, F – 2:00-2:50

Location: Simpkins

Instructor: Teresa Simmons

Office: Simpkins 317

Phone: 309.298.1426

E-mail: tl-simmons@wiu.edu

Office Hours: M, W, F 10:00-11:00 and F 3:00-4:00 or by appointment

Course Description:

English 280, the second required writing course at Western Illinois University, is to be completed during the sophomore year (see http://www.wiu.edu/cas/english_and_journalism/writing/280-handoutSp12.pdf). This course reinforces the centrality of writing as a way of discovering and clarifying ideas, making informed judgments, communicating with members of a specific audience, and arguing toward conclusions. Reading, discussing, researching, and writing all play important roles in the social construction of knowledge in this course.

Prerequisites:

There are two prerequisites for English 280:

- 1) Completion of English 180 (or a first semester writing course accepted for transfer) with a grade of C or better. If you did not earn a C or better in 180, you must repeat the course before taking 280.
- 2) Completion of a minimum of 24 hours of college credit.

If you were force-enrolled in this course, you will need both my permission, as well as the permission of the Director of Writing, in order to drop. If you wish to drop this course, you will need to speak with me first, and I will forward your request to the Director of writing for consideration (permission is not granted automatically). Because you need permission to drop, you should begin the drop process early.

Grading*:

Ad Analysis Paper (Paper 1)	15%
Advertising Comparison/Contrast Paper (Paper 2)	20%
Research Paper Proposal	10%
Research Paper (Paper 3)	25%
In-class assignments and Draft Workshops	10%
Final	10%
Participation/Attendance	<u>10%</u>
	100%

*All grades are based the following scale:

92 and above – A

91 & 90 – A-

89 & 88 – B+

87 to 82 – B

81 & 80 – B-

79 & 78 – C+

77 to 73 – C

72 to 60 – U (You will have to repeat the class but a “U” does not affect your GPA)

59 or below – F (You will have to repeat the class and an “F” does affect your GPA)

Writing Assignments:

Paper 1 – will be an essay analyzing the style, content, audience, media, and purpose of a current print or broadcast advertisement.

Paper 2 – will be an essay comparing and contrasting two advertisements for two brands in the same product category. In this paper you will use database research to determine audience similarities and differences, and you will also be expected to do research on your ads in order to compare these ads in terms of message, audience relevance, creative elements, media choices, use of advertising techniques (celebrity endorsements, music choices, etc.), and level of creativity.

Paper 3 – will be a research paper looking at topical issues within the advertising and/or media industry. You will write a proposal for this paper, which I must approve, before you begin researching and writing this paper. This paper will require substantial research and effective use of multiple sources.

Plagiarism and academic integrity – will not be tolerated in this class. If you plagiarize or cheat (including using the work of other students or papers you have written and submitted in another class), you will receive no credit for the assignment and will fail this course. The university's policy on academic dishonesty can be found at <http://www.wiu.edu/policies/acintegrity.php>

Participation:

Grades for participation will be based on class participation and preparation, as well as on completion of in-class assignments. Attendance policy is discussed below.

Policies:**Assignments:**

All assignments will be collected at the beginning of class. If an assignment is not ready at the beginning of class, it is considered late. Late assignments will lose one letter grade for each day they are late. Assignments turned in later than one week after the due date will not be accepted.

Attendance:

Attendance is mandatory. Excessive absences (more than five) will have an impact on your final grade. Doctor appointments and absences for illness are included as part of your five excused absences, and medical excuses will not be accepted.

Up to one half of the points allocated for attendance/participation will be awarded based solely on class attendance. Should you miss more than five classes, one point a day will be taken away from your final grade (up to 5% of your final grade). If you miss more than ten days of class during the semester, you will automatically fail this course.

Attendance is taken at the beginning of class; if you are more than five minutes late for class you will be counted as absent for the day.

Cell Phones:

Cell phones are to be turned off and stored in your backpack or bag during class. If you use your cell phone during class time, you will be asked to leave the class and will be counted as absent for the day.

DSS Accommodation:

In accordance with University policy and the Americans with Disabilities Act (ADA), academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. In order for me to provide the proper accommodation(s), you must provide me with documentation of the need for an accommodation through Disability Support Services. It is imperative that you take the initiative to bring such needs to my attention, as I am not legally permitted to inquire about such particular needs of students. Students who may require special assistance in emergency evacuations (i.e. fire, tornado, etc.) should contact me as to the most appropriate procedures to follow in such an emergency. Contact Disability Support Services at 298-2512 for additional services.

Student Rights and Responsibilities:

For a full list of student rights and responsibilities, please visit <http://www.wiu.edu/provost/students.php>

Important Dates

<u>Date</u>	<u>Assignment/Activity</u>
8/23	Open registration ends
8/30	Last day of restricted schedule changes
9/2	Labor Day—no class
9/16	Draft Workshop for Paper #1 (bring completed draft to class)
9/18	Paper #1 Due
10/14	Draft Workshop for Paper #2 (bring completed draft to class)
10/16	Paper #2 Draft Due
10/18	Fall Break
10/21-25	Individual Student Conferences
10/28	Paper #2 Due
11/6	Research Paper Proposal Due
11/18-22	Individual Student Conferences
11/25-29	Thanksgiving Break—no class
12/4	Draft Workshop for Paper #3 (bring completed draft to class)
12/6	Paper #3 Due
12/9	Final Exam (3-5 p.m.)

Subject to change as needed