Welcome to English 100, Elements of Writing

Diane Putnam, Instructor
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Class Theme

This class focuses on the impact of the media on American culture in the 21st century. Class examples are often “ripped from the headlines!” While examining various media types and their content, students will develop reading, note taking, and critical writing and research skills.

English 100 Student Learning Outcomes

By the end of the term, successful 100 students can:
1. Write essays demonstrating sustained clarity of intention, awareness of audience, and various writing techniques.
2. Articulate responses to readings in various genres.

Course Materials

There is no required textbook to purchase. Reading and writing assignments and other tools and assessments will be provided online and in class.

Students should bring the following to each meeting:
• A pen or pencil
• A notebook with lined paper for note taking.
• A folder for unit packets and class handouts
• A laptop or tablet (optional)

Canvas

This course is conducted partially online using Canvas, a virtual “classroom,” where instructional materials are provided and where students submit assignments.

Learn more about using Canvas at: guides.instructure.com/m/4212
To set up login/password, go to: student-accounts.cabrillo.edu
From then on, log into the class at: cabrillo.instructure.com

English 100 Grading

Our semester is organized into four modules, or units: below is a breakdown of class points by module. **140 points are required to pass at the end of the term with a “C” (a “D” is not passing).** Students may request a Pass/No Pass grade before October 1.

<table>
<thead>
<tr>
<th>Unit 1: Media Autobiography</th>
<th>35</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 2: Advertising's Basic Appeals</td>
<td>55</td>
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<tr>
<td>Unit 3: The Role of a Free Press</td>
<td>75</td>
</tr>
<tr>
<td>Unit 4: Portfolio &amp; Final Exam</td>
<td>35</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>200</strong></td>
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English 100L Lab

Students enrolled in English 100 must also be enrolled in English 100L. Visit the Writing Center to add a lab at the beginning of the semester.

Free Tutoring in Writing

Aptos Writing Tutoring: The Hub (upstairs/behind the Library). Phone: 479-6319. See webpage for hours.

Watsonville Integrated Learning Center (ILC): Room 441 (newer building), 2nd floor
Phone: (831) 786-4755. See webpage for hours.

ADA Accommodations:

As required by the Americans with Disabilities Act, accommodations are provided to insure equal opportunity for students with verified disabilities. Students needing accommodations should inform Diane early in the semester. If you need help with an accommodation, contact the Accessibility Support Center, Room 1073, (831) 479-6379.
Campus Resources & Class Expectations

RESOURCES:
- Cabrillo College publishes a [Student Rights and Responsibilities Handbook](#). Students should be familiar with these college-wide policies, guidelines, and resources.
- The Cabrillo College [Campus Life](#) and [Learning Resources](#) webpages provide helpful information about activities, free tutoring and counseling, student organizations and clubs, Student Senate, and more!

**Expectation #1: Students want to be here!**

College is not mandatory, and Cabrillo College and your instructor are pleased you’ve chosen us, whatever your education goals. By enrolling at Cabrillo, you have committed to learning and pursuing those goals. Our English 100 class expectations and rules below are based on Cabrillo College campus policies.

**Expectation #2: Students will attend each class meeting on-time and will remain until excused.**

- Roll will be taken at every class meeting.
- Students who miss more than a week of class (two meetings) may be dropped.
- Late arrivals and early departures are disruptive and should be rare; two of these will be counted as a full class absence.
- If late, a student should join class quietly, without distracting from the activity under way.
- If late, a student should remind Diane after class to mark him or her present if roll was already taken.
- Students should not begin packing up materials until class is excused by the instructor.
- Absent students may not make up points for activities conducted in class for credit.
- Absent students must still be prepared for the next class meeting and any due assignments. Consult other students and the Canvas class calendar to catch up.

**Expectation #3: Students will be prepared for class and submit their work on-time.**

- Students can rely on the Calendar of Due Dates in Canvas and on Module overview pages to understand when all assignments are due.
- Directions for all required assignments will be provided in printed packets and online in Canvas.
- Required reading will be handed out in class and provided in Canvas in the appropriate module folder.
- Late assignments will only be accepted in emergency situations.
- The Cabrillo Catalog states that “For each hour of lecture, it is assumed that students will be required to spend an additional two hours of study outside of class” (31). Therefore, English 100 students should expect to spend up to six hours a week on homework. Students can follow their progress all semester in “Grades” in Canvas.

**Expectation #4: Students’ behavior in class will be productive and appropriate.**

Each individual's behavior affects our whole class. Please keep this in mind and follow these basic rules of conduct:

- Listen actively when others have the floor and don’t talk, do homework, send emails, text, etc.
- Choose respectful and relevant language whenever you have the floor to speak.
- Use cell phones and other devices in class only for research and note-taking; no cell pics or recordings of teacher presentations allowed (see Diane to receive digital copies if you have note-taking accommodations with the Accessibility Support Center).
- Maintain a clean environment and keep body and food sounds, smells, and stains minimal.

*Students who violate the class rules of conduct will be warned or dismissed from class by the instructor, depending on the nature of the disruption. If a student continues to disrupt after being warned, the instructor will file a report with the Dean of Student Affairs, who will proceed with further disciplinary action.*
Graded Assignments

**READING:** Foundational articles, videos, and other texts about the media are assigned in all four modules; these materials will be discussed in class and integrated into writing assignments.

**WRITING:** Essays and reports, planning and note taking, and timed writing are assigned this semester, building each major document in stages. Every major essay score includes all pre-writing assignments workshopped in class, such as planning charts and rough drafts.

**ENGLISH 100 PORTFOLIO:** This is a collection of the student’s best writing, submitted at the end of the semester, including a cover letter, two revised formal papers, and a timed essay.

**EXAMS:** Each module has a brief test based on assigned reading, and there will be an essay exam during Finals Week based on concepts covered in class.

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Calendar of Major Due Dates

(Assignments must be completed before class on their due date unless otherwise noted. Minor class assignments for credit are not included here. Calendar is subject to change with notice in class—consult the Canvas calendar for most updated information.)

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment Details</th>
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<tbody>
<tr>
<td>Tue. 8/30</td>
<td>Orientation and Introductions; Unit One introduced; Media Log homework assigned.</td>
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<tr>
<td>Thu. 9/1</td>
<td>Log into English 100 course in Canvas before class meets today. Syllabus quiz in class.</td>
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<tr>
<td>Mon. 9/5</td>
<td>COLLEGE HOLIDAY: LABOR DAY</td>
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<tr>
<td>Thu. 9/8</td>
<td>Media Log Due in class</td>
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<tr>
<td>Tue. 9/13</td>
<td>Essay 1 Draft Due: Media Autobiography in class; basic essay format (MLA-style)</td>
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<tr>
<td>Thu. 9/15</td>
<td>Essay 1 Due: Media Autobiography by 11:59 PM in Canvas</td>
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<tr>
<td>Tue. 9/20</td>
<td>Read &quot;Advertising’s Fifteen Basic Appeals&quot; by Jib Fowles (Harper’s Magazine, November 1964). Vocabulary Wiki group prep in class; Wiki entries due before class 9/22.</td>
</tr>
<tr>
<td>Tue. 9/27</td>
<td>Test Due: “Advertising’s Fifteen Basic Appeals” by 11:59 PM in Canvas</td>
</tr>
<tr>
<td>Thu. 9/29</td>
<td>Bring a magazine of your choice to class today to plan Essay 2. Read student essay, &quot;Advertisements in Elle: Attaining Status in American Culture&quot; before class.</td>
</tr>
<tr>
<td>Sat. 10/1</td>
<td>LAST DAY TO REQUEST PASS/NO PASS GRADE</td>
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<tr>
<td>Thu. 10/6</td>
<td>Essay 2 Draft Due: Advertising Appeals.</td>
</tr>
<tr>
<td>Thu. 10/13</td>
<td>Essay 2 Due in Canvas by 11:59 PM: Advertising Appeals</td>
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(Continued on reverse)
Calendar of Due Dates (continued)

Tue. 10/18: Read “SPJ Code of Ethics & White Papers” (Society of Professional Journalists, Sept. 6, 2014).

Thu. 10/20: Plagiarism in the Media & Academia; previewing Shattered Glass.

Tue. 10/25: Film: Shattered Glass, Part 1 (view in class).

Thu. 10/27: Film: Shattered Glass, Part 2 (view in class).

Tue. 11/8: Test Due on film and SPJ Code of Ethics by 11:59 PM in Canvas

ELECTION DAY

Thu. 11/10: Proposal Due for Essay 3: Researching the News by 11:59 PM in Canvas

Fri. 11/11: COLLEGE HOLIDAY: VETERAN’S DAY

Tue. 11/15: Bring in two articles about your news story to compare for News Analysis Chart activity.

Sat. 11/20: LAST DAY TO DROP CLASS

Tue., 11/22: Draft Due, Essay 4: Comparing the Coverage

Thurs. 11/24-Sat. 11/26: COLLEGE HOLIDAY: THANKSGIVING

Tue. 11/29: Essay 3 Due: Researching the News by 11:59 PM in Canvas

Tue. 12/06: Portfolio Timed essay.

Thu. 12/08: Portfolio Documents Due in class; preparing for the final exam

FINAL EXAM

Sec. 93557 (Tu/Th 11:15) meets Thursday, December 15th, 10 AM to 12:50 PM in room 321

Sec. 93546 (Tu/Th 12:45) meets Tuesday, December 13th, 10 AM to 12:50 PM in room 321