Description

Digital Storytelling and Ethos will lead students through all the technical skills needed to create and distribute stories online. While we will focus on audio storytelling via podcasts, students will learn how to build and maintain a website, create sonic and visual identities for their podcasts and make a video to accompany or promote their podcasts. Students will also gain presentation skills, techniques, and tools. While the practical part of the class focuses on making things, the theoretical part of the class focuses on the ways our ethoi are shaped though out relationships to networked things. Ethos in this class is not just a matter of developing a distinctive voice. Rather, it is understanding how our voices emerge amid other people and things in networked ecologies.

Required Texts

Abel, Jessica. *Out on the Wire: The Storytelling Secrets of the New Masters of Radio*. New York: Broadway, 2015. Print.

"Research and Citation Resources." *Purdue Online Writing Lab*. Purdue U, n.d. Web. 27 Nov. 2015. <https://owl.english.purdue.edu/owl/>.

"Handouts." *University Writing Center*. U of Texas, n.d. Web. 27 Nov. 2015. <http://uwc.utexas.edu/handouts/>.

Other readings as assigned on the schedule.

Additional Rhetoric Sources

Burton, Gideon O., ed. *Silva Rhetoricae*. Brigham Young University, n.d. Web. 27 Nov. 2015. <http://rhetoric.byu.edu/>.

Enos, Theresa. *Encyclopedia of Rhetoric and Composition: Communication from Ancient Times to the Information Age*. London: Routledge, 2011. Kindle file.

"Glossary of Rhetorical Terms." *Modern and Classical Languages, Literatures, and Cultures*. U of Kentucky, n.d. Web. 27 Nov. 2015. <https://mcl.as.uky.edu/glossary-rhetorical-terms>.

Harris, Robert A. "A Handbook of Rhetorical Devices." *Virtual Salt*. N.p., 19 Jan. 2013. Web. 27 Nov. 2015. <http://www.virtualsalt.com/rhetoric.htm>.

Jasinski, James L. *Sourcebook on Rhetoric*. Thousand Oaks: Sage, 2001. Kindle file.

Lanham, Richard A. *A Handlist of Rhetorical Terms*. Berkeley: U of California P, 1991. Kindle file.

Required Accounts, Software, Websites

SoundCloud.com

YouTube.com

Canvas

Zotero, NoodleTools, Mendeley, EndNote Basic, Flow or some other citation manager

Audacity (or audio editing software of your choice)

Screen capture software

Required Hardware

Headphones

Some kind of audio recording device

Assignments

In this course, you have a responsibility to participate in collaborative course activities and your own independent research. You are required to:

1. Participate in the development of a collaborative ambient sound map using TimeMapper. (20%)

2. Develop your own research project. Each student will create a podcast with the a complete digital multimedia delivery apparatus (a website or app):

   1. Write a podcast proposal. (10 %)
   2. Create visual and sonic identities for your podcast. (10%)
   3. Make a website for your podcast. (10%)
   4. Create three podcast episodes. (30%)
   5. Make a video to accompany or promote your podcast. (10 %)
   6. Present your final project to the class. (10 %)
   7. Extra: Record an audio literacy narrative for the Digital Archive of Literacy Narratives. (+5)

Schedule

Date	Due	Assigned	In-Class Topics	In-Class Activity
1/19	Syllabus	Read "Meet the Man Behind the Music at More Than 1,400 Chipotles" and "How Chipotle's DJ…Creates His Playlists" (due date: 1/21). Read "Circumnavigation World/Listening/Dwelling" (due date: 1/26).	Ambient rhetoric and ethos	Listen to "Making the Hippo Dance." Discuss ethos. Discuss ambience and persuasion.
1/21	"Meet the Man Behind the Music at More Than 1,400 Chipotles" and "How Chipotle's DJ…Creates His Playlists"	Read preface and chapter 1 of *Out on the Wire* (due date: 1/28).	Ambient rhetoric and persuasion	Discuss Chipotle's DJ. Go over collaborative ambient sound timemap.
1/26	"Circumnavigation World/Listening/Dwelling"	Read chapter 2 of *Out on the Wire* (due date: 2/2).	Ambient rhetoric	Discuss ambient rhetoric. TimeMapper Soundmap workshop.
1/28	Preface and chapter 1 of *Out on the Wire*	Read chapter 3 of *Out on the Wire* (due date: 2/4). Podcast proposal (due date: 2/16).	Amusing yourself	Discuss Preface and chapter 1 of *Out on the Wire*. Go over "Recorders for Digital Audio" and "Microphones"
2/2	Chapter 2 of *Out on the Wire*	Read chapter 4 of *Out on the Wire* (due date: 2/9).	Voice, ethos, genres of audio	Discuss chapter 2 of *Out on the Wire*. Go over "Genres of Audio Content."
2/4	Chapter 3 of *Out on the Wire*	Read chapter 5 of *Out on the Wire* (due date: 2/11).	Editing yourself, editing your world	Discuss Chapter 3 of *Out on the Wire*. Go over "Strategies for Using Audio" and "Tools and Strategies for Getting Audio."

2/9	Chapter 4 of *Out on the Wire*	Read "Self Writing" (due date: 2/18). Create visual and sonic identities for your podcast (due date: 2/25)	Soundscapes, sound design, worlding	Discuss Chapter 4 of *Out on the Wire*. Go over "Software for Editing Audio." Audio editing workshop.
2/11	Chapter 5 of *Out on the Wire*	Read "Hunting for Ethos Where They Say It Can't Be Found" and "Varieties of Ethical Argument" (due date: 2/23).	Collaboration, multivocality,	Discuss Chapter 5 of *Out on the Wire*. Field recording for ambient sound archive.
2/16	Podcast proposal	Read "The Art of Storytelling" (due date: 2/25).	Mapping sounds	TimeMapper Soundmap workshop.
2/18	"Self Writing"	Read excerpts from *Situated Learning* (due date: 3/1).	Telling stories in school	Introduce DALN. Discuss Self Writing and Hypomnema. Image editing workshop.
2/23	"Hunting for Ethos Where They Say It Can't Be Found" and "Varieties of Ethical Argument" (Bring artifact to class)	Make a website for your podcast (due date: 3/3). Read "The Cultural Biography of Things" (due date: 3/3).	Telling stories in school	Discuss "Hunting for Ethos…" Cultural biography of things workshop.
2/25	Visual and sonic identities for your podcast, "The Art of Storytelling"	First podcast episode (due date: 3/10).	Archiving stories	Discuss StoryCorps, Humans of New York. Website workshop.
3/1	Excerpts from *Situated Learning*	Second podcast episode (due date: 3/29).	Building communities through stories	Discuss *Situated Learning*. Website workshop.
3/3	Podcast website due	Third podcast episode (due date: 4/26). Read "Storytelling that Moves People" (due date: 3/22).	Building digital storytelling infrastructures	Podcast website troubleshooting workshop.
3/8	"The Cultural Biography of Things"	Read "Misuse: From Aesthetics to Practice" (due date: 3/24)	Telling stories with objects and things	Discuss "The Cultural Biography of Things." Listen

				to episode 189 of 99% Invisible.
3/10	First podcast episode	Watch Pecha Kuchas (due date: 3/31).	Building ethos through objects	TimeMapper Soundmap workshop.
3/15 **3/17**	Spring Break			
3/22	"Misuse: From Aesthetics to Practice"	Make a video to promote or accompany your podcast (due date: 4/14)	Objects and networks	Discus "Misuse: From Aesthetics to Practice." Listen to episode 180 of 99% Invisible.
3/24	"Storytelling that Moves People"	Read "Worship at the Altar of Convergence" (due date: 4/5).	Ethos and pathos	Discuss connections between ethos and pathos.
3/29	Second podcast episode	Final presentations (due date: 5/3, 5/5)	Ethos, pathos, objects, and networks	TimeMapper Soundmap workshop.
3/31	Pecha Kuchas	Gather video and audio artifacts for 4/7 and 4/12 workshops.	Translation	Show examples of Pecha Kucha.
4/5	"Worship at the Altar of Convergence"	Watch "Eyeo 2015 – Sara Hendren" (due date 4/19).	Media convergence	Discuss media convergence. First episode workshop.
4/7	Video and audio to edit	Read "On the Street With: John Hockenberry; Life in an Everyday War Zone" (due date: 4/21).	Capturing online things	Video capture and editing workshop.
4/12	Video and audio to edit	Nothing assigned.	Capturing online things	Video capture and editing workshop.
4/14	Video to promote or accompany your podcast	Nothing assigned.	Practice, pulling it all together	TimeMapper Soundmap workshop.
4/19	Eyeo 2015 – Sara Hendren	Nothing assigned.	Giving an account of yourself	Discuss storytelling, accessibility, and ethos. Presentation workshop (slides.com).

4/21	"On the Street With: John Hockenberry; Life in an Everyday War Zone"	Nothing assigned.	Remixing yourself	Discuss access. Presentation workshop. (audio teaser).
4/26	Third podcast episode	Nothing assigned.	Visualizing yourself	Presentation workshop (image selection and editing).
4/28	Nothing due	Nothing assigned.	Pacing yourself	Presentation workshop (Pecha Kucha)
5/3	Final projects, presentations	Nothing assigned.	Presentations	Presentations
5/5	Final projects, presentations	Nothing assigned.	Presentations	Presentations

Course Policies

Attendance and Grading
Attendance in this course is required at the departmental level. According to the department: "You are expected to attend class, to arrive on time, to have prepared assigned reading and writing, and to participate in all in-class editing, revising, and discussion sessions. **Should you miss the equivalent of <u>five</u> TTH or MW class sessions or <u>seven</u> MWF sessions this semester, excused or not, you will fail the course."** Appeals concerning this policy must be made directly to the department Associate Chair. Late work will be penalized at the rate of one letter grade for every two weeks it is late.

Excused Absences and Religious Holy Days
University policy requires that you notify the instructor of a scheduled absence at least 14 days prior to the date of observance of a religious holy day. If you miss a class, an examination, a work assignment, or a project to observe a religious holy day, you have two weeks after the holy day to make up the work.

Academic Dishonesty
The department's policy on academic dishonesty is as follows: "Turning in work that is not your own, or any other form of scholastic dishonesty, will result in a major course penalty, possibly failure of the course. This standard applies to <u>all</u> drafts and assignments, and a report of the incident will be submitted to the Office of the Dean of Students and filed in your permanent UT record. Under certain circumstances, the Dean of Students will initiate proceedings to expel you from the University. So, take care to read and understand

the [Statement on Scholastic Responsibility]." You may also read the library's website to help you "[Avoid Plagiarism]."

Plus/minus grades will be assigned for the final grade. Grades are assigned according to the scale below.

%	Letter grade
94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
<60	F

Accommodations & Documented Disability Statement
"The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY."