RHETORIC REDUX

Revisting media literacy

No need to copy, this is @ rhetoricredux.com

Examining the use of new media in the paperless classroom

- Historical overview
- Some current practices
- Future projects

Historical Overview

- Rhetoric predates but was popularized by Aristotle: as the art of persuasive public speaking. A. discussed the topos (Eng. topic, as in topic sentence) of rhetoric, the meeting places of interlocutors ([mnemonic method of loci](#))

- Rhetoric is "art of discourse" _{wikipedia}

- Rhetorical patterns are those genres of writing we learn: process, definition, comparison/contrast, cause/effect etc.

Hist. Overview (cont.)

- With moveable type, rhetoric really came into its own. McLuhan (1964) argues that the "medium is the message" and that print was the medium that shaped western culture and was largely responsible for capitalism

- Ong (1971) argues that the index, which is a technological bi-product of print, is responsible for much of the shape of western educational scholarly culture

Historical overview (stop already!)

- Hypertext to CMS: Tim Berners Lee, Marc Andreessen, Matt Mullenweg callenged the linearity of print culture and fostered a new era of open source sharing-an "information wants to be free culture

- Arguably in this new paradigm, information sharing instead of subtle persuasion has become the rhetorical imperative

Some current practices

- The paperless classroom. Wordpress™ (I wish I could buy stock) , Buddypress™, Vimeo™, Youtube™, Twitter™ are flavors of choice [Drupal, Moodle, First Class are all alternatives]
- Aside from the ecological incentives, the paperless classroom provides, to varying degrees, a public forum that fosters attention to detail and pride in publishing and encourages peer review. It also gives the teacher one-to-one contact with the student
- The paperless classroom creates an archive which is an invaluable teaching facility (no more filing cabinets and lost work)

Some current practices

- A few of my course websites:

http://imagesthatmove.net/

http://iaf11.wordpress.com/

http://editing4photogs.wordpress.com/

http://historyfilmprod.wordpress.com/

Some current practices (almost finished, I promise)

- Case Study, DawsonMediaNight

Future projects

- The Dawson **The CinCom Community Project**

This semester I am enlisting students to create on online help center to give technical advice to their peers as well as to share ideas and resources (e.g. do casting, get crews, proofread scripts and get feedback on rough cuts). The site created in Wordpress and Buddypress will provide synchronous help from 6pm to 12 pm Mon. to Thurs. It will also create an archive of tutorials and video FAQs (using Quicktime™ screen recording) so that it will also be an asynchronous resource, it will be an aggregator of help info. And with the use of microblogging tools and social media (e.g twitter, facebook) we can crowdsource content and info to create a defacto CinCom Community

Implications

- A paradigm shifter? Teacher, rather than being "sage on the stage," is a "guide on the side" (or coach if one prefers sports metaphors)
- Way more efficient, teacher doesn't answer same question, over and over. Rather students learn by teaching each other
- Students take ownership of their own learning and, in a sense, their own future
- Problems? You must generate traffic on a community site, so it's a reflexive task. Students must figure this out, but this is also a form of media literacy online