

D'Youville College Department of Liberal Arts

English Minor

in

Writing & New Media



CREATE YOUR FUTURE

THE MINOR IN WRITING & NEW MEDIA AT D'YOUVILLE

■ **As new information communication technologies and a market-based media culture reshape** our interface with the world, it is increasingly crucial for today's students—and tomorrow's leaders—to be trained in navigating the relationship between a participatory democracy and alternative sources of news, communication, other media, and language itself.

■ **Today's literacy includes the ability to skillfully “read” and “write” in a wide range of** message forms, especially in view of the dominance of image-based electronic media. Cultural literacy entails a fluency in the historical and cultural evolution of communication media and the evolving politics of representation.

■ **Our society is facing a crisis of creativity. A crisis of communication. A crisis of vision. We** need great writers to imagine and articulate a new vision of what our world should look like. You write it; we'll build it together. We need you!

■ **Who can benefit from the Minor in Writing & New Media?**

- **Education Majors:** K-12 Teachers are now expected to integrate critical media literacy, multimodal projects, video, and visual and digital literacies into their curriculum
- **Business Majors:** Effective marketing and networking strategies depend on having a command of dynamic visual, digital, and textual modes of communication and their implementation in online and print environments
- **Liberal Arts Majors:** Hone writing/digital literacy skills to sharpen your work within your field; expand your interests into their larger cultural and political contemporary contexts with multimedia projects and social media networking; make connections to career opportunities in journalism, media, law, PR, advertising, non-profit administration...
- **Health Professionals:** Link your career to its larger social justice issues; gain the career advantages that communication, problem-solving, and digital literacy skills can afford you
- **MNS Majors:** Share your research and ideas with a wider audience using social media; write better grant proposals/job applications; expand your work's interdisciplinary potential

■ **What will the Minor in Writing & New Media do for you?**

Across a number of courses with varying foci of your choice---creative writing, film, essay-writing, media studies, social justice writing---you will have the opportunity to:

- Learn to recognize and analyze visual/textual systems of cultural codes at work in the media, including tactics of bias, manipulation, spin, and misinformation;
- Understand the role of media ownership in content and bias, and critically analyze the relationships between media, audience, information, and power;
- Plan, design, and produce your own strategic media and writing interventions;
- Explore traditional and emerging practices of writing, such as creative and nonfiction writing, multimedia installations, video, coding, locative media, blogging, twitter poetry, photo-montages, wikis, sound collages, social networking, and other converged and hybrid media;
- Harness the transformative power of writing, social networking, video, and service learning opportunities effect real social change in your community, country, or world;
- Stretch the limits of what we call “writing” and “storytelling” as you help to invent the future of writing!

COURSE REQUIREMENTS

(12 hours + internship = 15+ hours)

- ENG 232 Introduction to Creative Writing OR ENG 231 The Art of the Essay (3 credits)
- ENG 235 Writing for New Media (3 credits) **or** ENG 236 Writing for Social Justice (3 credits)
- ENG 303/304/305 Advanced Creative Writing Workshop (Fiction, Poetry, or Screenwriting)
- ENG 331 Advanced Media Studies (3 credits)
- An internship with a writing- or media-based focus (3-12 credits); the internship will require a portfolio of work completed for the minor and/or a public performance/presentation

COURSE DESCRIPTIONS

ENG 231 The Art of the Essay (3)

Through reading assignments, writing exercises, and workshop critique, students will become familiar with a wide range of models and formal strategies for constructing and critiquing various experiments with the essay form. Assignments may include the personal essay, the journalistic essay, the travel essay, the poetic essay, the science essay, the reflective essay, nature writing, multi-genre writing, experimental autobiography, literary memoir and journalism, imaginative non-fiction, op-ed and social justice writing, the photo-essay, etc. As students develop and expand their reading, writing, and critical thinking practices, the content and form of the class will foster investigations into the nature of truth, the ethics of representing others, the transformative power of memory, and the politics of literary genre. As students work on inventing, shaping, and honing their writing, they will deepen their engagement with the ways that language defines and changes their understanding of, and their ability to negotiate, their own place in the world. *Prerequisite: ENG 112. Offered every year in the spring semester.*

ENG 331 Advanced Media Studies (3)

Technologies from the invention of writing to the inception of social media have influenced politics, journalism, and cultural production. As we explore aesthetic strategies and techniques in various media, students will engage with the material through both scholarship and practice. Selected readings from scholars, artists, and media activists will provide background and analysis of the history, theory, politics, and methods of participatory media. We will critically analyze the relationships between media, audience, information, and power and consider the relationship between a participatory democracy and alternative media sources. Students will investigate the politics of representation and will learn to identify bias and manipulation and to recognize and analyze visual and textual systems of cultural codes at work in mass media. In their own projects, they will make use of this knowledge to create their own media messages to work most effectively within the visual and cultural codes they are challenging. *Prerequisite: ENG 235 Writing for New Media or ENG 236 Writing for Social Justice or permission of instructor. Offered in even years in the spring semester.*

ENG 235 Writing for New Media (3)

This course will explore the new frontiers of writing and the range of cultural competencies necessary to fully participate in the global digital future. Students will develop digital and information literacies as well as the foundational elements of strong, clear, precise writing while becoming fluent in emerging communication practices. Students will learn to produce texts in multimedia digital environments, producing new media writing projects such as blogs, wikis, websites, social networking sites, audio, video, and other converged and hybrid media. The course will also focus on helping students to develop critical media literacy skills; students will learn to apply rigorous critical analysis of the media that they consume. *Prerequisite: ENG 112. Offered in even years in the fall semester.*

ENG 236 Writing for Social Justice (3)

This course explores writing as a powerful tool for community activism and political action. Students will read, discuss, and write a variety of genres explicitly connected to social and political progressivism, including: personal narratives, letters to the editor, op-ed columns, videos, debate arguments, interviews, blogs, Twitter feed, Facebook pages, online petitions, interactive media projects, etc. The course will also explore the role of DIY art, film, and performance, digital activism, and social media as vehicles of participatory social and political action. Students will focus their projects on social justice issues in which they feel a personal stake. Assignments will be designed to foster both expressive and critical thinking and writing skills, problem-solving, the ability to research, organize, and synthesize material, and to generate writing that will deeply explore and interrogate social and political systems, particularly those that produce and perpetuate injustices. *Prerequisite: English 112 or permission of instructor. Offered in odd years in the fall semester.*

ENG 232 Introduction to Creative Writing (3)

This course provides a foundation for creative writing across a variety of genres, including poetry, fiction, drama, and creative nonfiction writing. Students will become familiar, through readings, writing projects, peer critique, and in-class writing, with the fundamental elements of each genre. Students will develop a practical and critical knowledge of the construction of contemporary creative writing in terms of language, genre, form, metrics, narrative, character, and description, and of representative examples of published writers. *This fulfills the humanities core requirement as a fine arts course. Prerequisite: ENG 112 or permission of instructor. Offered in even years in the spring semester.*

ENG 303 Poetry Workshop (3)

This course will focus on honing the poetry writing skills of students and to help them develop a greater creative, critical, and aesthetic understanding of this genre. A variety of poetic formats and forms will be investigated, with an emphasis on the formal elements of prosody, metaphor, imagery, language, structure, syntax, patterns, etc. Through reading assignments, writing exercises, and critique of student work, students will become familiar with a wide range of models and formal strategies for constructing and analyzing poetry. *Prerequisite: ENG 232 Introduction to Creative Writing or ENG 231 The Art of the Essay. Offered in odd years in the fall semester*

ENG 304: Fiction Workshop (3)

This course will focus on honing the fiction writing skills of students and to help them develop a greater creative, critical, and aesthetic understanding of this genre. A variety of short fiction formats and forms will be investigated, with an emphasis on the formal elements of plot, character, dialogue, setting, point of view, tone, imagery, figurative language, etc. Through reading assignments, writing exercises, and critique of student work, students will become familiar with a wide range of models and formal strategies for constructing and analyzing short fiction.

Prerequisite: ENG 232 Introduction to Creative Writing or ENG 231 The Art of the Essay. Offered in odd years in the spring semester.

ENG 305: Screenwriting/Playwriting Workshop (3)

This course will focus on honing the screen and/or playwriting skills of students to help them develop a greater creative, critical, and aesthetic understanding of these genres. A variety of dramatic forms will be investigated, with an emphasis on the formal elements of plot, character, dialogue, setting, figurative language, etc. Through reading assignments, writing exercises, and critique of student work, students will hone the techniques of storytelling for film and/or theater and become familiar with a wide range of models and formal strategies for constructing and analyzing scripts. *Prerequisite: ENG 232 Introduction to Creative Writing or ENG 231 The Art of the Essay. Offered in even years in the fall semester.*

■ The English program also offers courses in Film Studies

While these courses do not specifically count toward the Writing & New Media minor, students with an interest in media and cultural representation may be interested in film as well. In some of these courses, students will have the opportunity to make videos as a way of applying the techniques and aesthetics they are learning. Film studies courses count toward the English Major and count as Humanities credit. They are also cross-listed as Fine Arts courses; students may take them to satisfy either English or Fine Arts requirements.

- **ENG/FA 314** The Art of the Film (3)
- **ENG/FA 348** Visionaries of Film (3)
- **ENG/FA 349** Themes in Film (3)

Questions? Contact us!

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