



ENG 697, 01W, 70006
Language and the Internet
COURSE SYLLABUS: August Mini 2025

INSTRUCTOR INFORMATION

I Instructor: Dr. Salvatore Attardo
Office Location: Talbot Hall (Hall of Languages) 306
Office Hours: 3:00 -4:00 pm daily online (by appointment: schedule using this link: <https://calendly.com/sattardo/office-hours-stylistics>)
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University Email Address: salvatore.attardo@etamu.edu
Zoom Meeting ID: 645 861 9518
The best way to contact me is via email. I answer within 24 hours.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s)

Required:

Gretchen McCulloch. (2019). *Because Internet. Understanding the New Rules of Language*. Penguin. [available as e-book or hard copy]

Optional:

Salvatore Attardo. (2023). *Humor 2.0: How the Internet Changed Humor*. Anthem Press. [available as e-book or hard copy]

Adam Aleksic. (2025). *Algospeak: How Social Media Is Transforming the Future of Language*. Knopf.[available as e-book or hard copy]

Software Required: D2L and internet access

Course Description

This course is designed to help graduate students, even if without any background in linguistics, to get acquainted with some basic concepts of linguistics and with the

methodologies used in the study of multimodal texts. The changes in linguistic modes of expression, such as punctuation and the use of emojis, and in some types of texts, such as online satirical news, are case studies in which linguistic tools are deployed.

Student Learning Outcomes

Students will

1. demonstrate familiarity with several linguistic concepts, including but not limited to the formality continuum, Zipf's law, dialectology and linguistic variation, punctuation, prosody, discourse analysis, and memetics.
2. demonstrate the capacity to apply the methodologies in an individual project consisting in the analysis of a linguistic phenomenon of their choice.
3. evaluate different types of analysis and choose the most appropriate one for their project
4. create (at least) one meme (or other genre) or remix an existing one

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Access to D2L, word processing, saving files as pdf.

Instructional Methods

This is a 100% online course. There are no planned live sessions. However, some may be added as needed. If live sessions are added they will be dual modality (synchronous/asynchronous).

Student Responsibilities or Tips for Success in the Course

Class participation (primarily in the form of class discussions, completion of the content, conferences with the instructor) is also part of the assessment. Please note that participation in and reading other students' responses in the online discussions is also part of class participation.

Each day there will be a Question and Answer session. It requires a daily question or answer, or substantive post. The Q&A grade is holistic, i.e., I will assess your contribution to the class discussion as a whole. It includes class participation.

There are nine Comprehension Reviews (CR = quiz) in the course (see calendar for the dates). The CR can be taken on the day indicated in the calendar from 0:01 am until 11:30 pm CST.

Students must log in to the LMS daily, at an absolute minimum. If you have to miss a Q&A or CR, please contact the instructor immediately.

Students will be responsible for reading all online materials

Students will be responsible for completing and submitting all assignments online

Students will be responsible for contacting the professor via the Virtual office or email regarding questions on assignments PRIOR to the due date.

Students unable to meet a deadline should contact the instructor AHEAD of the deadline.

Information on the final research project is found in the shell. The research project must be in pdf format.

Students should always keep a backup of all materials submitted online.

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Total points corresponding to the final letter grades

A = 91-100 Points

B = 81-90 Points

C = 71-80 Points

D = 61-70 Points

F = 60 > Points

Weights of the assessments in the calculation of the final letter grade.

Example:

Comprehension reviews (CR) 1-4	20%
Comprehension reviews (CR) 5-9	50%
Discussions (Q&A)	15%
Final Project	15%
TOTAL	100%

Class participation is included in the Q&A grade.

Assessments

CR (quizzes)

Q&A (discussions, include class participation)

Final project (essay, between 1000 and 2000 words)

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

I will respond to emails within one working day (24 hours) of receipt.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Late work will be penalized or will earn zero points, at the instructor's discretion. Missed exams, quizzes, assignments, etc. will earn zero points, unless PRIOR arrangements had been made with the instructor. In the case of extenuating circumstances beyond the students' reasonable control, the instructor will make a decision on a case-by-cases basis. Failure to back up your work, system failures within the last 30 minutes of a submission window, or student error do not fall under extenuating circumstances. It is the students' responsibility to make sure that the assignments are properly submitted, on time, and **backed up in multiple locations**.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)
[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

AI use policy

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such

requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

Specific AI policy for this course: the use of AI tools to generate any kind of text (Q&A, CR answers, any draft of the project) that will be graded is forbidden. Other uses of AI are allowed (e.g., for proofreading or brainstorming), but must be disclosed.

Calendar Language and the Internet August 2025

August		CR	Content of CR (Chapters in MCculloch's book + readings)	Project	Assignments	Q&A
8	1				Introductions Q&A	Q&A open all term (15 substantive posts or answers due)
9	2	1	Ch 1			
10	3					
11	4	2	ch 2			
12	5					
13	6	3	ch 3 + readings			
14	7			Project proposal due	Live lecture on algospeak (not a CR) 3:00 pm CST	
15	8	4	ch 4			
16	9	5	ch 5			
17	10	6	ch 6			
18	11	7	ch 7-8	Project draft due		
19	12	8	Memetics (readings)			
20	13	9	Satirical news (readings)			
21	14			Final project due by 5:00 pm CST		
22	15		Course ends			
All assignment are due at 11:30 pm CST, except the final project. CRs 1-4 are worth 5 points. CRs 5-9 10 points. The final project is worth 15 points. The Q&A is worth 15 points. Class participation is included in the Q&A grade.						