



ENG 1301 14E CRN 80549 College Reading and Writing Course Syllabus: Fall 2026

Instructor Information

Instructor: Jacob McKeever

Office Location: Talbot Hall (DTH) 318

Office Hours: Monday, Wednesday, Friday 10:00am – 10:50am & 12:00pm – 12:50pm

ETAMU Email Address: jacob.mckeever@etamu.edu

Communication Response Time: 24 hours on weekdays; weekend emails answer on Monday

Class Meeting Days/Time: Monday, Wednesday, Friday; 9:00am – 9:50am

Class Meeting Location: Ferguson Social Sciences (SS) 311

Course Information

Textbook(s) Required:

All required readings in ENG 1301 are drawn from open-access repositories and OER textbooks and are available to students at no cost.

Software Required:

- D2L
- LeoMail
- A Word Processing Program (All ETAMU student have free access to [Office 365.](#))

Other Materials Required:

- Spiral or Composition notebook for in-class writings and/or Journaling
- Pens, pencils, highlighters for taking notes and/or completing assignments

Course Description

ENG 1301: College Reading and Writing (3 credit hours): builds the rhetorical reading, writing, and revision skills students rely on throughout college and beyond. Students analyze how popular and academic texts use rhetorical strategies to reach different audiences, compose a literacy narrative reflecting on personal history as a reader and writer, and investigate how a discourse community uses language and genre conventions to communicate. The course closes with a sustained revision cycle, in which students return to earlier work and strengthen it using feedback and skills developed across the semester. The course emphasizes cross-disciplinary skills that transfer directly to writing in other courses and contexts.



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

Core Curriculum Course Objectives

- **Critical Thinking Skills:** to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information;
- **Communication Skills:** to include effective development, interpretation and expression of ideas through written, oral and visual communication;
- **Teamwork:** to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal;
- **Personal Responsibility:** to include the ability to connect choices, actions and consequences to ethical decision-making.

Student Learning Outcomes

Students completing ENG 1301 will be able to:

- **Identify and analyze** rhetorical appeals, audience, and purpose in popular and academic texts.
- **Compose** genre-appropriate writing — rhetorical analysis, personal narrative, and discourse community analysis — anchoring claims in relevant evidence, whether textual evidence from an artifact, sensory and scene-based detail from lived experience, or established analytical frameworks (Swales, Melzer).
- **Integrate** outside evidence ethically and accurately using MLA citation conventions.
- **Engage** in the revision and editing process, using strategies such as reverse outlining, structured peer review, feedback triage, and substantive revision to strengthen written work.
- **Collaborate** effectively with peers to give and receive constructive feedback, using structured peer review to inform meaningful revision.
- **Reflect** on personal growth as a writer and identify strategies that transfer to future academic writing.



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

Instructional Modality

This class meets face to face Monday, Wednesday, and Friday from 9:00am to 9:50am. Improvement in reading and writing is a complex process that requires a great deal of practice and feedback from readers; thus, regular attendance is necessary for success in ENG 1301.

Course Requirements

Student Responsibilities and Tips for Success in the Course

Students can achieve success in this class through the following:

- Attending every class
- Allocating a weekly reading, and writing schedule
- Asking for help from the Writing Center, or attending office hours

Attendance and Participation

Improvement in writing is a complex process that requires a great deal of practice and feedback from readers. Regular attendance is thus necessary for success in ENG 1301, and attendance will be taken every class. Students are expected to attend class regularly and to submit assignments on time. Research shows that students who attend class regularly and participate actively not only earn better grades (Credé et al.). Your participation in class does not need to be brilliant; however, it should be frequent, thoughtful, friendly, and follow the guidelines set forth in the course. Be professional: Out of respect for your classmates and your desire to succeed in this class, please make your best effort to complete all assignments.

Assessment & Grading

Grading Scale

- A = 90% - 100%
- B = 80% - 89%
- C = 70% - 79%
- D = 60% - 69%
- F = 59% or Below



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

Weighted Grade Distribution

Category	Description	Weight
Rhetorical Analysis Essay	First draft of the rhetorical analysis of a chosen popular artifact.	20%
Literacy Narrative Essay	First draft of the personal literacy narrative.	20%
Discourse Analysis Essay	First draft of the discourse community analysis.	20%
Process Assignments	In-class exercises and peer review taken for a grade (for example, the Reverse Outline and Revision Memo, or the Structured Peer Review Worksheet, Journals, Quizzes, etc.).	10%
Capstone Portfolio	Fully revised versions of all three essays, peer review report, and process reflection.	30%

Technology Requirements

Learning Management System (LMS)

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online (D2L Brightspace). 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.etamu.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu



ENG 1301 14E CRN 80549

College Reading and Writing

Course Syllabus: Fall 2026

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@etamu.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, an East Texas A&M campus open computer lab, etc.

Course and University Policies & Procedures

Course Specific Policies & Procedures

Interaction with Instructor Statement

Communication is a key part of success in this course. I am available via email (jacob.mckeever@etamu.edu) from 9am-5pm on weekdays to discuss assignments and other course-related concerns. I also have walk-in office hours on Mondays, Wednesdays and Friday from 10:00am to 10:50am and 12:00pm to 12:50pm. Please note that I may not respond to emails after hours, but I will respond within 24 hours on weekdays. Emails received over the weekend will be answered on Monday. Please include a proper opening, clear message and subject line, and closing salutation in emails.

Course Attendance & Late Work Policy

Each student is responsible for attending class and participating in the discussions and activities. You are also responsible for completing the reading assignments prior to class so you can participate fully and make the most of the in-class discussion. All assignments need to be completed and submitted prior to or on the date.

Major assignments:



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

All Major Essay Assignments (Rhetorical Analysis Essay, Literacy Narrative Essay, and Discourse Analysis Essay) are due to D2L on the due date listed in D2L.

NOTE: If you have a technology issue, you must send your assignment to me by email by the due date and time of the assignment; therefore, if it is turned in past that time, the assignment will still be considered LATE. (See below about what assignments are NOT accepted late.)

Final copies of assignments turned in past the date/time will receive a letter grade deduction unless the instructor has agreed to late submission in advance of the due date. For each calendar day following, the assignment will receive an additional letter grade deduction. Assignments are NOT accepted after three late days.

I will ONLY grade major assignments in D2L after having been submitted through Turnitin.com (note: submitting your assignment to the appropriate dropbox automatically submits it to Turnitin.com); therefore, if you send me one of those assignments by email (but don't submit it through the D2L dropbox/Turnitin.com), you will receive an automatic ZERO for that assignment. If you send your assignment by email because of a technical difficulty, you must still submit it to D2L (by the agreed upon date and time set by the instructor) in order for it to be graded--failure to submit the assignment to D2L (through dropbox/Turnitin.com) will result in a zero for the assignment.

Process Assignments:

Process assignments are assigned throughout the semester and turned in either during class or on D2L. I do not accept these assignments late. In the case of extenuating circumstances beyond the students' reasonable control, the instructor will make a decision on a case-by-case 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.

Capstone: Will not be accepted late.

AI Policy

Academic Integrity and Use of AI Tools for Prewriting, Writing, Researching, and Revising.



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

This class teaches writing skills as a means of effective communication and students are asked to produce original work to demonstrate their developing writing skills and critical thinking skills; therefore, the use of AI tools—including Grammarly, ChatGPT, Google Gemini, Microsoft Copilot, QuillBot, and all other similar platforms—is not permitted, either to generate or to revise content during any stage of the writing process (e.g., brainstorming, prewriting, researching, drafting, or revising). Furthermore, this class emphasizes properly acknowledging all source material and ideas not developed by the writer, *which includes content generated by AI tools*. In a nutshell, this class is a place for learning how to write (not learning how to write with AI), and AI simply cannot do that learning for you. When in doubt, please ask me and I'd be more than happy to discuss ethical uses of AI-generated work. Unauthorized use of any AI tools on any assignment is considered scholastic dishonesty and will result in a failing grade (a "0") on the assignment.

Discussion of Essay Policy: Students may be asked to discuss the originality of the arguments and research presented in their written essays. At an in-person meeting, students will have the opportunity to demonstrate their critical thinking skills by summarizing and supporting their claims. These discussions help to ensure the authenticity of the students' work and confirm that it is free from collusion or the use of generative AI. Essay discussions will be scheduled during the instructor's office hours or by individual appointment.

One last note on AI use: I do not use AI to grade your essays, develop course content, or generate announcements/emails. Thus, when I ask for you to present original work in this class, I am not asking anything of you that I do not already demand of myself. It's imperative for your development as not only a student but as a capable adult to be able to think and write without the crutch of AI.

Classroom Behavior

Electronics and Distractions: Class sessions are short and require your full attention. Unless instructed otherwise, I ask that you do me the common courtesy of abstaining from smart phone use while class is in session. Additionally, I ask that you store work from other classes, bulky bags, and other distractions so that you can concentrate on the readings and discussions each class period.

Basic Behavior Expectations: I expect you to be in class on time, to focus on course material during class, and to not be a disruption. I expect you to be courteous to your fellow students as



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

well as me, which means that you should not be holding off-topic conversations while class is in session, talking over me or your colleagues, or being disrespectful in any way. In a nutshell, I simply ask that you be a nice, respectful, and courteous individual while in my class.

Please note: If a student is being disruptive during class, they will be issued a verbal warning. If the verbal warning is not heeded, they will be dismissed from class.

Grievance Procedures

Students who have concerns regarding their courses should first address those concerns with the assigned instructor in order to reach a resolution. Students who are unsatisfied with the outcome of that conversation or have not been able to meet individually with their instructor, whether in-person, by email, by telephone, or by another communication medium, should then schedule an appointment with Dr. Jason Walker, the Director of Writing (Jason.Walker@ETAMU.edu). In the case when the Director of Writing is the instructor, the student should contact Dr. Debbie Lelekis, Interim Chair of the Department of Literature and Languages (Debbie.Lelekis@ETAMU.edu). Where applicable, students should also consult University Procedure 13.99.99.R0.05 (“Student Appeal of Instructor Evaluation”).

Syllabus Change Policy

The syllabus is a guide. Various circumstances and events during the semester may make it necessary for the instructor to modify the syllabus. Any changes made to the syllabus will be announced in advance in class, on D2L, and via ETAMU email.

University Specific Policies & 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.etamu.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>



ENG 1301 14E CRN 80549 College Reading and Writing Course Syllabus: Fall 2026

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>

Nondiscrimination Notice

East Texas A&M University 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.

Attendance

For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01.

<https://www.etamu.edu/attendance/>

<https://coursecatalog.tamuc.edu/undergrad/academic-procedures/>

Writing Program Policy on Artificial Intelligence

East Texas A&M University (ETAMU) Writing Program acknowledges that there are legitimate uses of Artificial Intelligence (AI), Generative Artificial Intelligence (GenAI), and Artificial General Intelligence (AGI). The ETAMU Writing Program is guided by national, flagship organizations representing the discipline of English and the field of Writing Studies, including the Modern Language Association (MLA), National Council on the Teaching of English (NTCE), and the Conference on College Composition and Communication (CCCC) regarding the theorization and teaching of critical AI literacy. ETAMU Writing Program values a spectrum of beliefs about AI, GenAI, and AGI, ranging from ethical integration to absolute refusal. ETAMU Writing Program believes in and practices critical AI literacy alongside ethical, responsible integration of AI, GenAI, and AGI in our writing instruction, appropriately. We teach students to document their AI use in their writing and other curriculum deliverables while highlighting educational concerns about using these technologies. ETAMU Writing Program instructors share their position on and preferences for AI, GenAI, and AGI integration with students, and students follow the instructor's guidelines and the requirements of the course.



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

Undocumented uses of AI, GenAI, and AGI can constitute an instance of academic dishonesty, including cases related to issues like plagiarism and misrepresentation in student deliverables

Academic Integrity

Students at East Texas A&M University 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.etamu.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>

Collection of Data for Measuring Institutional Effectiveness

To measure the level of compliance with the university's Institutional Effectiveness guidelines, throughout the semester, I will collect some of the ungraded texts you produce. The texts will be part of a portfolio created on your behalf and will be measured to ensure that our program "promotes practices that result in higher student academic achievement; an enhanced student experience; aligned and transparent decisions; and readily available information for improvement, accountability, and accreditation" (see "Department of Institutional Effectiveness," <http://www.etamu.edu/aboutus/institutionalEffectiveness/default.aspx>). This is solely an assessment of program effectiveness and in no way affects students' course grades or GPAs.

Students with Disabilities – ADA Statement



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

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

East Texas A&M University

Velma K. Waters Library Rm 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

Website: Office of Student Disability Resources and Services

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

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University 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 East Texas A&M 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 East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Resources



ENG 1301 14E CRN 80549 College Reading and Writing Course Syllabus: Fall 2026

East Texas A&M Supports Students' Mental Health

The Counseling Center at East Texas A&M, 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.etamu.edu/counsel

Writing Center

The Writing Center offers writers free, one-on-one assistance. We welcome all writers, majors, and disciplines—undergraduate and graduate students alike. In fact, we work from the premise that all writers, no matter their ability level, benefit from the feedback of knowledgeable readers. The Writing Center staff is trained to provide writers with just this service. In short, we are here to help you help yourself. The Writing Center offers one-on-one sessions with writers—both face-to-face and online—begin on the hour and last up to 45 minutes. You cannot sign up for back-to-back appointments, but you may sign up for as many appointments as you'd like each day and week. For more information, visit <https://www.tamuc.edu/writing-center>

Library

The Velma Waters Library supports the research, learning and teaching interests of students, faculty and staff. Connect with a librarian, explore our research and course guides, and attend workshops.

Chat with a Librarian! Get immediate assistance with our chat service on the main Library page: <https://www.etamu.edu/library/>

- Email libraryservice@etamu.edu We will respond to your email within 24 hours, often much sooner.
- **Text** your question to 903.225.2862.
- **Call** the Waters Library at 903.886.5718 or contact the librarian for your college/department to discuss your research needs.
- **Meet With Us!** Don't stay up all night searching Google. Schedule a one-on-one consultation held in-person or via Zoom with the librarian for your college/academic department.



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

- **Visit Us!** We'd love to meet you in-person! ○ Waters Library Research Office:
Second Floor, Room 213
 - Waters Library University Archives: 4th Floor, Room 406A
- East Texas A&M at Mesquite Metroplex Center: Second Floor, Study Room

Student Career Preparedness Office

Meet with career advisors who can help you with the resources and tools needed to prepare you for your next phase after graduation and beyond. To schedule an appointment, you can either call 903.468.3223, emailing hrealion@etamu.edu or go online by clicking [schedule an appointment](#).

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>



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

Course Calendar

Week	Unit	Topic	Assignment(s)
1	Unit 1: Process & Reading	Entering academic writing; reflecting on personal history as a reader and writer	
2	Unit 1: Process & Reading	Reading like a writer; genre conventions in narrative writing (conflict, detail, revelation)	Short Diagnostic Personal Narrative Essay (low stakes)
3	Unit 2: Popular Rhetorical Analysis	The rhetorical situation: author, audience, exigence, and constraints	
4	Unit 2: Popular Rhetorical Analysis	Classical rhetorical appeals: ethos, pathos, logos, and kairos	
5	Unit 2: Popular Rhetorical Analysis	Analyzing a chosen artifact; ethical integration of source evidence	Rhetorical Analysis Essay (400–500 words)
6	Unit 3: Literacy Narrative	Mapping personal literacy history	
7	Unit 3: Literacy Narrative	Defining literacy broadly, beyond print	
8	Unit 3: Literacy Narrative	Narrating lived experience through scene and craft	Literacy Narrative Essay (400–500 words)
9	Unit 4: Rhetorical Discourse Analysis	Discourse communities and Swales's criteria; specialized lexis	
10	Unit 4: Rhetorical Discourse Analysis	Genre conventions within a discourse community	Discourse Analysis Essay (500–600 words)



ENG 1301 14E CRN 80549
College Reading and Writing
Course Syllabus: Fall 2026

Week	Unit	Topic	Assignment(s)
11	Unit 5: Capstone — The Revision Cycle	Distinguishing revision, editing, and proofreading; reverse outlining	Reverse Outline & Revision Memo
12	Unit 5: Capstone — The Revision Cycle	Structured peer review of a full draft	Peer Review Report
13	Unit 5: Capstone — The Revision Cycle	Incorporating and triaging feedback; revision workdays	
14	Unit 5: Capstone — The Revision Cycle	Thanksgiving Break; no new content introduced	
15	Unit 5: Capstone — The Revision Cycle	Editing and proofreading strategies; portfolio assembly	
16	Unit 5: Capstone — The Revision Cycle	Reflection on growth as a writer; portfolio finalization	Capstone Portfolio