

TC 371, Section 01  
Dr. Julianne Newmark  
Fall 2010  
www.juliannenewmark.com

### **Publications Management: The *Xchanges* Journal Project**

Mondays, Wednesdays, Fridays: 9:00 to 9:50 a.m.

Classroom: Fitch TC Lab

Office Phone: 835-5901

Email: [jnewmark@nmt.edu](mailto:jnewmark@nmt.edu)

Office hours: Mondays and Wednesdays from 1:00 to 3:00 p.m. and by appointment in 211 Fitch.

#### ABOUT OUR COURSE:

The TC elective “Publications Management” course strives to introduce TC students to the “theory and practice of meeting managerial responsibilities,” as the catalog description of the course reads. Other course topics include “communication in organizations, management and supervision, project management, technology and professional communication, and legal and ethical issues,” all subjects with which students in the Publications Management course will engage directly via the production of a single issue of the journal *Xchanges* over the course of one semester. Students will work with the *Xchanges* journal, edited by the course professor Dr. Newmark, as the “client project” and will work on publication production and documentation on a variety of levels.

The course will use the production of an issue of *Xchanges* to meet many goals, including encouraging students towards “professionalism in the field” (with exercises in written and visual communication catered to help achieve this outcome); practice in **editing, critical thinking, and oral presentation**; production of original student **research** in TC and related fields; and collaborative and interactive **group work**. Students will conduct research on the practice of **production of online publications**, editing of online publications, and management of academic and professional publications. Students will create **annotated bibliographies**, written and oral presentations, and **observational reports** derived from their experiences working with various tasks associated with the production of the *Xchanges* journal issue. The supplementary research analyses of other academic and professional journals will help students to see the ultimate outcome of the production-end of “publication” writ large.

Through a tripartite structure (comprised of students’ work on aspects of the production of our specific journal, required research analyses and presentations from guest speakers concerning other journals and publications, and engagement with editors of long-standing publications via in-class or digitally transmitted presentations), students in the “Publications Management” class will build upon the skills developed in their other TC-major courses and will hone specific skills applicable to usage in technical and professional publication contexts.

#### TC PROGRAM MISSION STATEMENT AND OBJECTIVES:

The TC Program's mission is to prepare students for technical communication positions upon graduation. To that end, the TC curriculum combines courses from three fields of study-TC, humanities and social science, and science and technology:

- TC courses develop the writing, speaking, and editing abilities of students and introduce them to document design, graphics, and computer documentation created online and for multimedia.
- Humanities and social science courses improve the students' understanding and appreciation of history, literature, philosophy, psychology, and fine arts-human experience.
- Science and technology courses provide students with a background in one specific science or engineering discipline.

The learning objectives for technical communication courses are based on the program's mission. Students will gain:

- professionalism within the field of TC (e.g., skills in written communication, visual communication, technical writing, editing, critical thinking, and oral presentation)
- the ability to conduct original research in TC and related fields intellectual breadth and depth in TC
- the ability to work collaboratively and understand the way TC projects are products of negotiated interaction

#### TEXT:

Hackos, JoAnn T. *Managing Your Documentation Projects*. ISBN: 0471590991

#### ASSIGNMENTS:

##### **Annotated Bibliography 5%**

In this document you will provide citation information, summaries, and evaluations of at least 15 scholarly articles related to your Journal Research Report. These articles should come from recent and relevant sources from the journal production, editing, or technical communication fields.

##### **Observational Report 10%**

For this report, you will rely on your notes from a presentation delivered by a journal editor by Skype, YouTube, or in-person; you will also use material you recorded during the question-and-answer session that followed the presentation. Based on your collected observations, you will complete a report that will document the main tenets of that journal's production process, with full descriptions of each element. Length: approximately 2 single-spaced pages.

##### **Final Group Oral Presentation and Procedures Proposal, with Digital Accompaniment 15%**

Each group will give a final oral presentation, employing the appropriate technology, to demonstrate their progress on their assignment component of *Xchanges* production. Student groups will make direct reference to their incorporation of strategies discussed in the textbook, in class discussion, and delivered by guest speakers. Half of the presentation must detail the group's documentation of their process for completing their tasks (documentation that will be employed by a future team) and must propose improvements to their own procedures (also to be used by a future team.) Each group must submit a web or CD version of their presentation and procedures proposal.

##### **Journal Research Report 15%**

For this assignment you will present an overview of the *Xchanges* journal and its production history; you will provide an overview of journals in the same genre and focal area; you will give an overview of the academic journal "industry" with an eye towards its movement into the digital age; and you will present a final recommendation, based on your research, of one area to be improved and documented for the growth and sustainment of the e-journal *Xchanges* for its future. Length: approximately 5 single-spaced pages.

##### **Xchanges Production Work 40%**

*comprised of the following items, each worth 10%, all assessed via observable output and iTeamwork record.*

1. Project Management (of designated component: editing, technical design/management, correspondence, promotion)
2. Documentation of Component
3. Team Planning and Group/Self Assessment
4. Effort

##### **Weekly Activity Reports and Textbook Reading Log 15%**

Each week you will submit an activity report form that will detail your hours in and out of class dedicated to work planning, editing, producing, corresponding for, promoting, or researching about aspects of the *Xchanges* journal. I will provide a form for this. At the bottom of the activity report, there will be space for you to reflect on the week's textbook reading and to connect the helpful points of the reading to the production processes we are working with for *Xchanges*.

COURSE CALENDAR: All items in *italic blue* are *Xchanges* deadlines, already established. As we proceed, I will be delivering many day-by-day assignment regarding journal work via iTeamwork and I will also introduce topics for us to discuss via the iTeamwork platform. The schedule below, then, merely serves as an outline of textbook readings and assignments due. Also, we will have up to three journal editor guest speakers, some of whom will deliver presentations virtually. These will be scheduled when I know the specific dates.

Week #	Topic	Reading Due	Writing Due
1	Wednesday, 8/25: Journal overview		
	Friday, 8/27	Chapter 1	
2	Monday, 8/30: Discuss Journal Research Report and Annotated Bibliography	Chapters 2 and 3	
	Wednesday, 9/1: Teams chosen. Introduction to iTeamwork.	Chapter 4	
	Friday, 9/3	Chapter 5	Activity Report
3	Monday, 9/6: <i>All Xchanges faculty reviewer reviews for 6.2 will be in</i>	<b>NO CLASS. LABOR DAY</b>	
	Wednesday, 9/8: <i>Contact made with issue 6.2 authors</i>	Chapter 6	<b>Annotated Bibliography</b>
	Friday, 9/10	Skim, but skim well, chapters 7 and 8	Activity Report
4	Monday, 9/13: <b>CONFERENCES. NO CLASS</b>		
	Wednesday, 9/15	Chapter 9	
	Friday, 9/17		<b>Journal Research Report and Activity Report</b>
5	Monday, 9/20		
	Wednesday, 9/22	Chapter 16	
	Friday, 9/24	Chapter 17	Activity Report
6	Monday, 9/27	Chapter 18	
	Wednesday, 9/29	Chapter 20	
	Friday, 10/1: <b>TBA</b>		Activity Report
7	Monday, 10/4		
	Wednesday, 10/6: <i>Must receive revisions from Xchanges authors</i>	Chapter 24	
	Friday, 10/8		Activity Report
8	Monday, 10/11:		

	Wednesday, 10/13		
	Friday, 10/15		Activity Report
9	Monday, 10/18		
	Wednesday, 10/20		
	Friday, 10/22		Activity Report
10	Monday, 10/25		
	Wednesday, 10/27		
	Friday, 10/29		Activity Report
11	Monday, 11/1: <i>Xchanges issue 6.2 released</i>		
	Wednesday, 11/3: Discuss Observational Report	Chapter 26	
	Friday, 11/5: <i>Xchanges promotional emails and indexing email sent</i>		Activity Report
12	Monday, 11/8	Chapter 27	
	Wednesday, 11/10		<b>Observational Report</b>
	Friday, 11/12	Chapter 28	Activity Report
13	Monday, 11/15: <i>Begin routing 7.1 Xchanges issue submissions to readers.</i>		
	Wednesday, 11/17	Chapter 29	
	Friday, 11/19		Activity Report
14	Monday, 11/22		
	Wednesday, 11/24: Presentation prep		
	Friday, 11/26L Presentation prep		Activity Report
15	Monday, 11/29	Presentations all week	
	Wednesday, 12/1		
	Friday, 12/3		Activity Report (this week it must include, instead of a reading log, an assessment of the groups' presentations.)

\*\*\* During Week 16, I will conduct interviews with each student individually in my office. **By Friday of Week 6, all groups must submit the web version or CD of the presentation and procedures proposal.**