Reading Assignment

None

Learning Activities (Non-Graded)

See information below.

Key Terms

1. Citation
2. Essay
3. File structure
4. Online communication
5. References
6. Time management

Learning Objectives

Upon completion of this unit, students should be able to:

1. Identify an organized file structure to store course files.
2. Implement the preferred method of communication at CSU.
3. Locate and recognize the Proctor Policy within the myCSU Student Portal.
4. Recognize who is responsible for effective online communication.
5. Distinguish between correct and incorrect Netiquette.
6. Indicate how to prioritize a time management plan.
7. Identify the basic components necessary to write an effective essay.
8. Apply the basic skills of essay writing.

Written Lecture

Intro to Online Learning

Students around the world are taking courses and earning degrees through online environments. Online courses provide an opportunity for students to expand their knowledge on their own schedule. However, this flexibility can also present challenges. This unit is designed to prepare students for these potential challenges. To achieve a sense of comfort as an online student, you should plan for an active role in your college studies.

How is Online Learning Different?

Online learning is not as different as many believe. Professors are available to provide feedback and answer questions. Most courses include a textbook. Students have the opportunity to interact with each other and their professor through Send Email, Messages, or any other tool available for communication.

Most students are familiar with a traditional classroom. Students get up in the morning, get ready for school, and enter a school building. After doing this for a number of years, the routine becomes a habit. Online learning requires the development of a different style of learning habits than those used in a traditional classroom. The remainder of this lesson details some of the key elements to successful online learning.

- Technology
- Final Exams (Proctor)
- Organization
- Online Communication
- Time Management (Time)

Technology

Online learning is not much different than what many workers do everyday. Checking email, browsing the Internet, and using a word processor (such as Microsoft Word) are a few of the skills used by CSU students.

It is recommended that students save a copy of their assignments in a word processor file, such as Microsoft Word. Working on assignments in a word processor allows for saving. A student may begin an assignment, leave, and return at a later time without losing the in-progress assignment.

Students are required to have an internet browser, such as Internet Explorer or Firefox. Through an internet browser, students login to Blackboard, the CSU learning management system.

Students also access the CSU Online Library through an internet browser. Research through an online library may seem unfamiliar, yet it requires the skills a student already possesses. Most students know how to search the Internet using Google, Yahoo!, or any search engine of choice. An online library serves as a concentrated search engine by searching through lists and databases. To learn more about research through an online library, visit the Research Support section through the CSU Online Library. Take advantage of the tutorials on how to search and use the tools within an online library.

Final Exams (Proctor)

Another important practice as an online student is becoming familiar with the Proctor Policy. Final examinations at CSU require a proctor. A proctor is a person appointed to keep watch over students during examinations. To learn more about the Proctor Policy, visit the myCSU Student Portal, then go to Policies. Under Policies, the Institutional link leads to a group of Academic policies. Here, students will find the Final Examination Proctor Policy.

Organization (File Structure)

Organizing files effectively makes it easy to browse through files. The following tips describe how to save files in an organized directory.

Once a directory structure is decided, be sure to commit to it. A directory structure includes a naming style and a hierarchy style.

A naming style is the style of naming the folders. Folders inside of other folders are called subfolders. Folder names can have general titles, while subfolder names should be quite specific. For example, you might have a "CSU" folder, yet more specifically-—"course work." A subfolder might be labeled by a course number, such as OR5000. Other subfolders may include items for the course, such as essays, notes, research paper or resources.
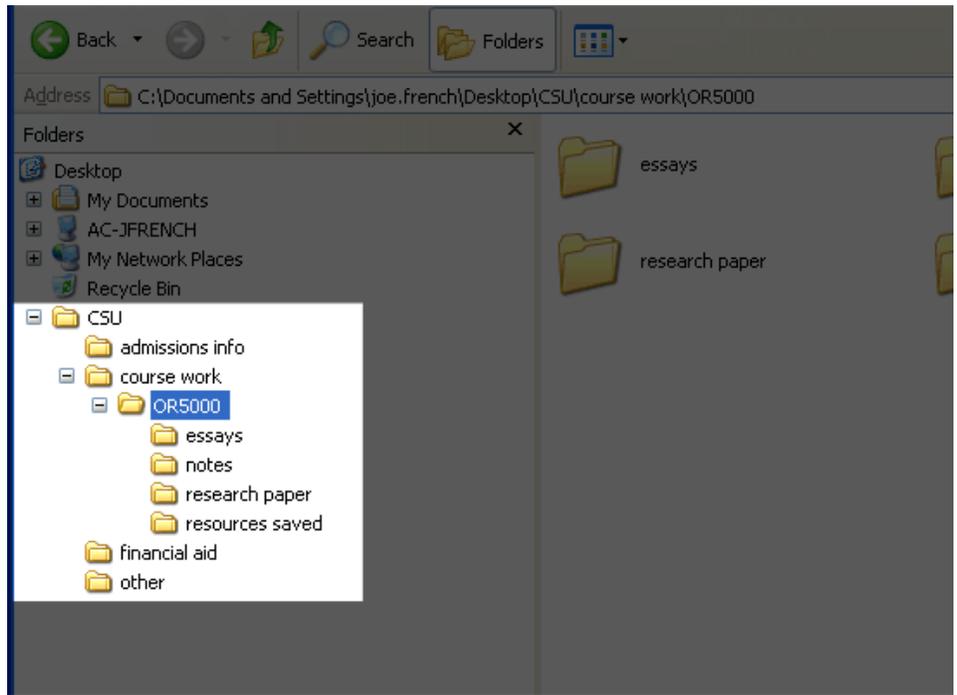
The hierarchy style is the order of the named folders and their existence. Using the above example, "CSU" is the initial folder. The next folder in the hierarchy is "course work." And after that is "OR5000." Another order of the hierarchy might be removing the folder named "course work." Then the hierarchy goes from "CSU" to "OR5000." Ultimately, the students should decide which naming and hierarchy styles work best for them.
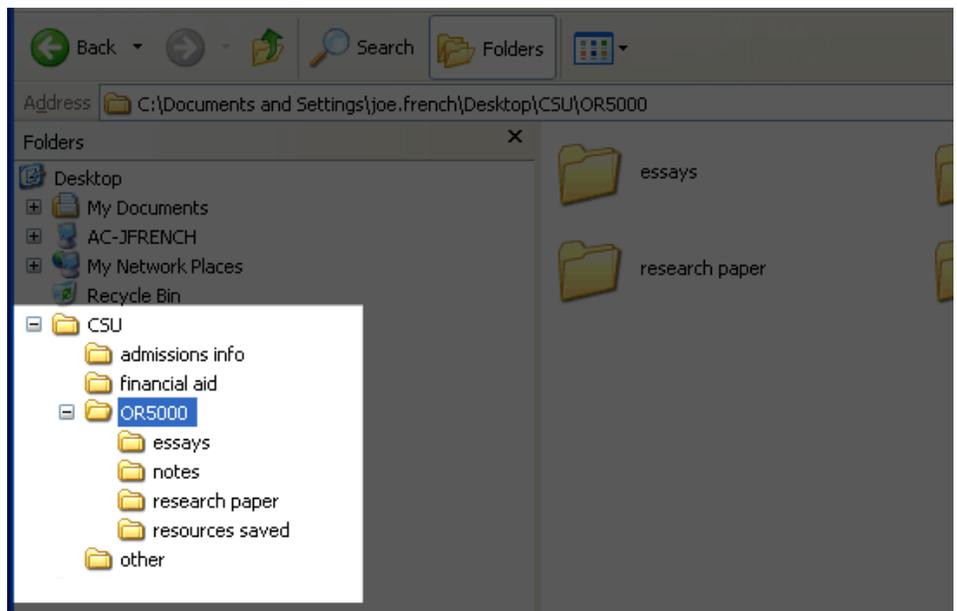
Online Communication

Effective communication is vital from the professor and the student. Having an email account, the preferred method of communication, is a requirement as a CSU student. CSU suggests communicating with your
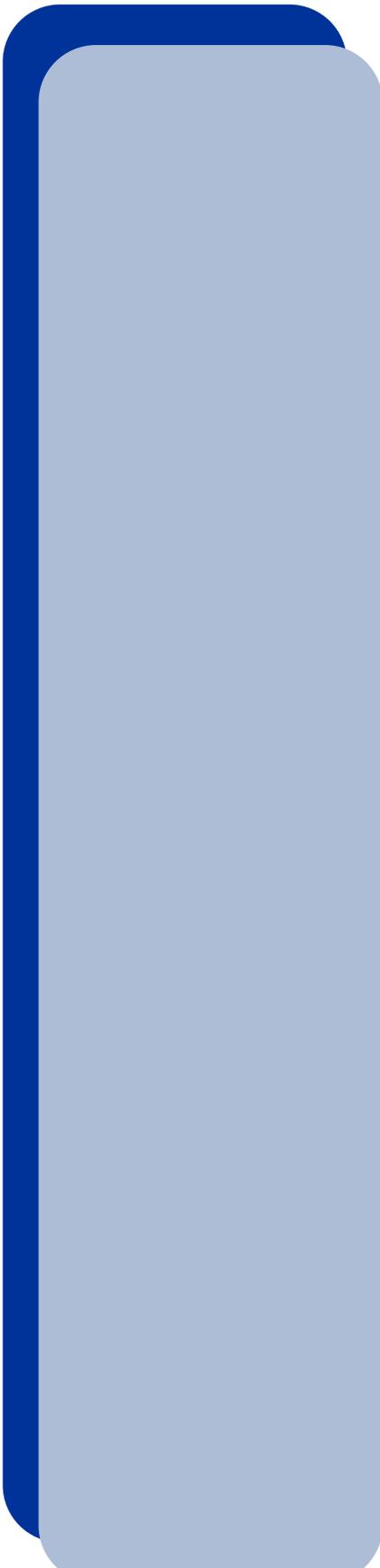
professor via email. Also, check for other methods of communication through your professor's information in each course. If a student does not have an email account, he or she may create an email account with Google, Yahoo!, GMX, Zenbe, AIM, Inbox, or Windows Live Hotmail. Feel free to contact Student Services by phone or email for operational questions at 877.323.4471 and students@columbiasouthern.edu.

Netiquette

Since students will not see a face with facial expressions, be aware of the lack of body language and facial expressions during communication. Though not encouraged, the only way to communicate sarcasm online is to type it. Do not assume sarcasm is understood. Students are from different parts of the world, and they have different ideas and opinions on what is funny or offensive. It is best to stay on point with the course content or discussion topic.

According to Dictionary.com, Netiquette is the rules of etiquette that apply when communicating over computer networks, especially the Internet.

Below is a link to an excerpt from the book Netiquette by Virginia Shea. In her book, Shea discusses what is and is not acceptable behavior in different online environments. Some of the responsibility lies on the user deciding what is appropriate for each venue. These guides are designed to build students' awareness of what they might run into. So when they get there, they will be prepared.

Read "The Core Rules of Netiquette" within the following link. http://www.albion.com/netiquette/

Time Management

College courses demand a lot of time and energy from students, and they should. A post-secondary program helps prepare a student for a prosperous future. At times, the demand may become overwhelming. Therefore, students should create a schedule, balancing weekly activities and avoiding a stressful build-up. This schedule becomes the student's time management plan.

A time management plan mediates time and events. An online student does not travel as often as a traditional student for course related purposes. This may lead students to believe extra time is available. Based on this assumption, students may delay studying or working on assignments until the last minute - allowing procrastination to take over. Procrastination is a major influence on poor time management. To avoid procrastination, students should utilize effective time management skills.

Create a plan to stay on top of coursework while maintaining a work-life balance. Humans are creatures of habits week after week. Introducing a new event into a schedule (week) may cause a distraction. A plan helps transition the new event into a habitual schedule.

An example of an event is an exercise routine. The first step is to set a goal for the event. Is the goal of the exercise routine to lose 20 pounds or train for a marathon? Then add exercise to the list of weekly events. With all of the events together, the next step is to prioritize the events.

To meet the goal of the event, a schedule should be planned in advance. Part of that plan distributes the exercise time evenly throughout the week. Each event should have a start-time and an end-time. The exerciser should take advantage of the entire duration of time scheduled to exercise. By sticking to the plan, the exerciser avoids having to make-up for missed exercises or causing the exerciser to do too much in one day.

An online student should apply the same kind of planning (schedule) to study during the week. Include time for studying, reading, assignments, and special projects. Use the Tasks and Calendar Tools in Blackboard to assist in maintaining your busy schedule.

Distractions

Once your plan is complete, commit to it. Most students veer off track by running into distractions. Part of your plan should provide strategies for avoiding distractions. A few tips to help identify and reduce distractions are presented below. Keep in mind that one person's distraction may be another's perfect study environment.

- Find a place to study that does not provide distractions.
- Be careful when browsing the Internet; it is easy to get lost and spend hours browsing during study time.
- Do not study in front of a television, which might draw attention away from studies.
- Eating habits can turn into a distraction. People react to food differently. When preparing to study, students should pay attention to their food reactions, or they may wind up with a surprise distraction.
- Attempting to study at a certain time of day might be a distraction. Studying too early or too late may make understanding the content more difficult than it needs to be. Students should choose a study time best suited for them.

To read more about online learning, visit the following links:
elearners.com
iseek.org

Essay Writing

Refresher on Writing Essays

As graduate students, much of the course work includes essay writing. This section briefly describes the process of writing an essay.

Overview

Start the essay with an introduction, and include any background information that might be necessary to support the thesis statement. A thesis statement is the principle statement from which the rest of the

essay should grow. Make sure the thesis statement is manageable and specific enough that the point can be addressed fully within the scope of the paper.

After the introduction, the essay should transition into the body of the essay. Here, provide examples to support your thesis. The use of transitions helps create flow from one paragraph to the next. Finish the description or position, and try not to leave any unanswered questions. Complete the thought. Finally, wrap up the idea with an impressive conclusion. Bring it home by putting it all together to create a summing thought or principle.

The four elements of the process we'll cover include:

1. Plan and Organize
2. Draft
3. Edit
4. Revise

Plan and Organize

The first element is planning and organizing the ideas of an essay. This helps the writer with the essay direction. One way to organize ideas for an essay is creating an outline. The use of formal and informal outlines allows the writer to build the structure of the essay. From these outlined ideas, the writer begins to visualize the paragraphs of the essay.

Example:
Present your perspective on the issue below, using relevant reasons and/or examples to support your views.

Issue (topic): The best ideas arise from passionate interest in commonplace things.

Thesis: Passionate interest in commonplace things produce the best ideas.

1. Advertising executive
   a. ad campaigns
   b. example: Got Milk
2. Teacher
   a. teaching solutions
   b. analogies
   c. example: racism class
3. Professional Writer
   a. common ideas in stories
   b. example: Harry Potter

Using a graphic organizer is another way to help organize ideas before writing. With a huge variety of styles to choose from, students need to find a method that works best for each individual. Click on the links below to view some samples of graphic organizers.

- [58 Graphic Organizers](#)
- [Cluster Diagram (template)](#)
- [Worksheet for an academic paragraph](#)

Draft

The ideas are organized, and it's time to start writing. The next element is to write a complete draft. Write freely to build a momentum of creativity. Don't be afraid of writing too much. And try not to criticize the work along the way. Editing will come; don't get ahead of the process. Use the outline as a guide to build the ideas.

Begin the draft of an essay in a word processor to avoid the timing out of Blackboard. After you have edited the essay, copy the essay from the word processor and paste it into the text field in Blackboard. Students should save a copy of the essay for their records.
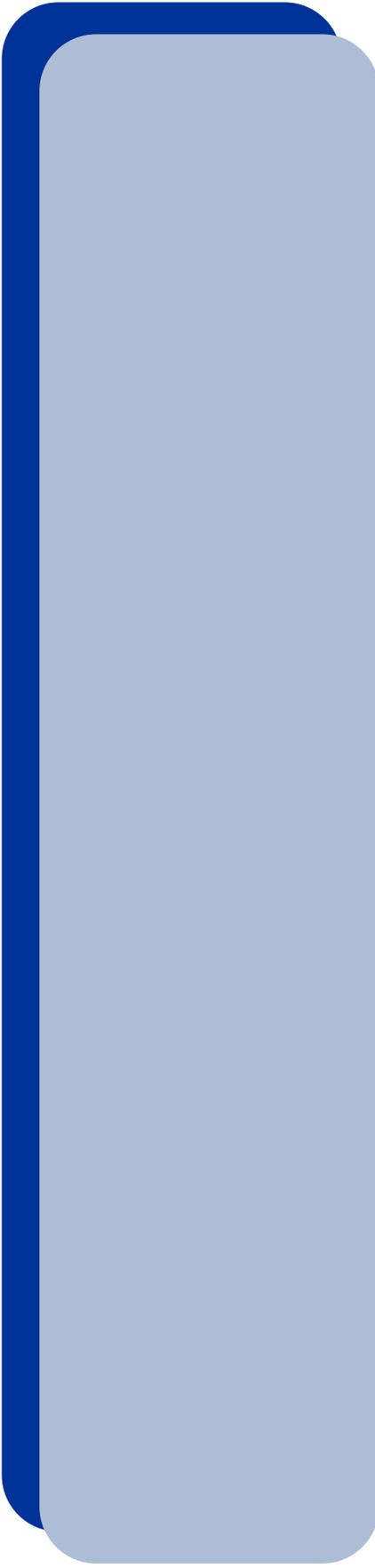
*Example***:**

Present your perspective on the issue below, using relevant reasons and/or examples to support your views.

*Issue (topic)***:** The best ideas arise from passionate interest in commonplace things.

   Many times the best ideas arise from passionate interest in commonplace things. Henry Ford had an idea to manufacture automobiles, and he made his idea happen. The owners of Google had an idea, and they made their idea happen. These individuals not only made their ideas happen; they took simple ideas and made them work. Examples of commonplace passionate interests can be found by examining careers. An example of a common passionate interest is a career. Ideas from commonplace things are not the only way, but the route I'll be discussing.

   Advertisers are tasked with using their passionate interest in advertising to develop creative ideas that represent commonplace products. One example of this principle can be understood through the Got Milk campaign. The Got Milk campaign consisted of celebrities with milk mustaches. The purpose of the campaign was to increase milk sales. The advertising executive must find a way to relate to the demographic. The idea must create an effective communication channel between the company and the audience. A milk mustache is an everyday item that is identified by all ages. These type of items are good to use in advertising, because they are easy to recognize. That commonplace thing combined with the question Got Milk became a very successful advertising campaign.

   Teachers, like advertisers, have a passionate interest in their work, and their best ideas arise from commonplace settings to meet commonplace needs. Teachers use tools to help communicate ideas to students. One tool might be an analogy to help explain something. Another tool might be as simple as providing a visual aid for a visual learner. Visual learners learn more by seeing it rather than reading or listening. That teacher must have the passion to find a solution that will enable him/her to reach his/her students. For instance, an elementary

school teacher encountered a situation concerning racism. Because racism is not an easy concept to explain, the teacher developed an idea. The students understood colors, so the teacher split the class into a brown eye group and a blue eye group. For one week the blue eye group was not allowed to go to recess and, as a result, was treated differently by the brown eye group. When asked, the students said they felt less important. The next week the roles were reversed and produced the same results (Heath & Heath, 2007, p. 111). When the exercise was complete, the students who had experienced discrimination better understood racism. Many lessons require an experience rather than an explanation. And this was a good example of why. Our mothers and fathers often tell us you'll understand when you're older.

While advertisers develop advertising ideas from commonplace things, and teachers develop new teaching strategies from commonplace things, so do writers develop their stories from commonplace things. Like advertising executives and teachers, writers must use their ideas to appeal to an audience. Ideas from a writer are usually simple ideas that have previously been thought of but are combined in a new way to create a story. They're combined to tell a story. There are many strategies to story-telling. The stories about Harry Potter are full of ideas that are very common among readers. Everyone is familiar with schools, teachers, sports, and cliques. The writer of these stories creates a special relationship between each character and each event. In this way, the writer takes what is common and makes it into a story that appeals to many. The writer needs to appeal to many in order to produce many sales.

Advertisers, teachers, and writers all develop ideas from their passionate interest in commonplace things. Many times it is not the idea itself that is the amazing wonder of the world but the manner in which the creator uses the idea. The best ideas and solutions are usually very simple. The difficult part in developing an idea is finding the relationship between the idea and the presented problem. Commonplace things will continue to produce great ideas for professionals and novices. It is up to the creators to find the special relationship between their passionate interests, commonplace things, and the purpose of commonplace things as they develop the best ideas. Be sure to keep the idea on its purpose.

Reference:

Heath, C. & Heath, D. (2007). *Made to stick*. New York: Random House.

Edit

The draft is complete, and all of the ideas are in place. Now it is time to comb through the essay to make sure the ideas are communicated correctly. Use the checklist below to edit the initial draft.

Editing the Draft Checklist

1. Purpose - Does the essay meet the purpose throughout the paper?
2. Thesis - Does the essay remain true to the thesis?
3. Structure - Does the order of the main points support the thesis?
4. Development - Are the details clear and supporting the main points?
5. Tone - Is the created tone appropriate to the essay?
6. Unity - Are there paragraphs that veer off point? Should they be removed?
7. Coherence - Is there a logical flow of the paper? Can transitions be improved?
8. Title, Introduction, Conclusion - How relevant is the title to the content of the essay? Does the introduction capture the audience? Does the conclusion complete the thought?
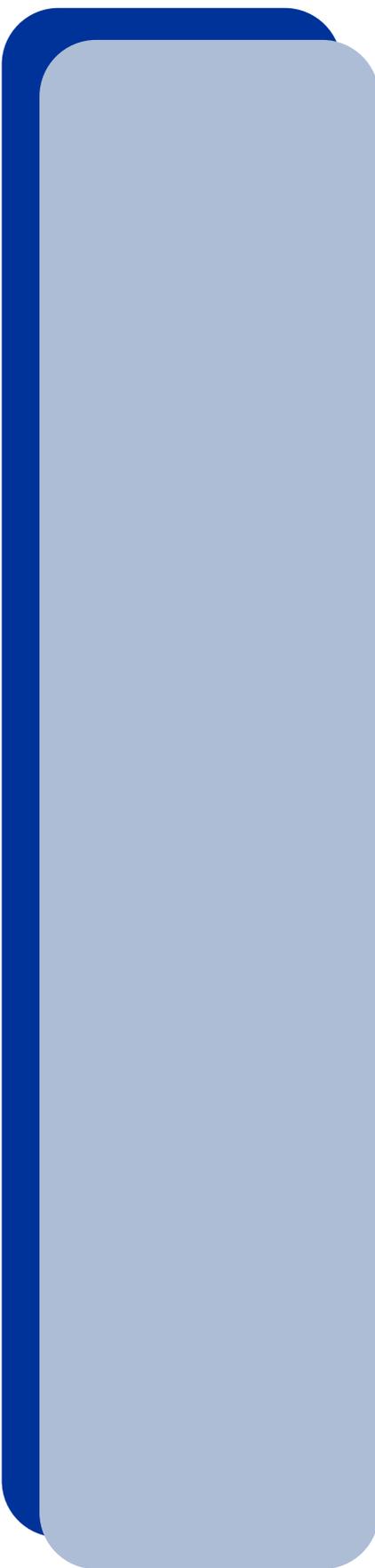
***Example*:**

Present your perspective on the issue below, using relevant reasons and/or examples to support your views.

***Issue (topic)*:** The best ideas arise from passionate interest in commonplace things.

Many times the best ideas arise from passionate interest in commonplace things. Henry Ford had an idea to manufacture automobiles, and he made his idea happen. The owners of Google had an idea, and they made their idea happen. These individuals not only made their ideas happen; they took simple ideas and made them work. Examples of commonplace passionate interests can be found by examining careers. An example of a common passionate interest is a career. ~~Ideas from commonplace things are not the only way, but the route I'll be discussing.~~

Advertisers are tasked with using their passionate interest in advertising to develop creative ideas that represent commonplace products. One example of this principle can be understood through the Got Milk campaign. ~~The Got Milk campaign consisted of celebrities with milk mustaches. The purpose of the campaign was to increase milk sales.~~ The advertising executive must find a way to relate to the demographic. The idea must create an effective communication channel between the company and the audience. A milk mustache is an everyday item that is identified by all ages. ~~These type of items are good to use in advertising, because they are easy to recognize.~~ That commonplace thing combined with the question Got Milk became a very successful advertising campaign.

Teachers, like advertisers, have a passionate interest in their work, and their best ideas arise from commonplace settings to meet commonplace needs. Teachers use tools to help communicate ideas to students. One tool might be an analogy to help explain something. Another tool might be as simple as providing a visual aid for a visual learner. ~~Visual learners learn more by seeing it rather than reading or listening.~~ That teacher must have the passion to find a solution that will enable him/her to reach his/her students. For instance, an elementary school teacher encountered a situation concerning racism. Because racism is not an easy concept to explain, the teacher developed an idea. The students understood colors, so the teacher split the class into a brown eye group and a blue eye group. For one week the blue eye group was not allowed to go to recess and, as a result, was treated differently by the brown eye group. When asked, the students said they felt less important. The next week the roles were reversed and produced the same results (Heath & Heath, 2007, p. 111). When the exercise was complete, the students who had experienced discrimination better understood racism. ~~Many lessons require an experience rather than an explanation. And this was a good example of why. Our mothers and fathers often tell us you'll understand when you're older.~~

While advertisers develop advertising ideas from commonplace things, and teachers develop new teaching strategies from commonplace things, so do writers develop their stories from commonplace things. Like advertising executives and teachers, writers must use their ideas to appeal to an audience. Ideas from a writer are usually simple ideas that have previously been thought of but are combined in a new way to create a story. ~~They're combined to tell a story. There are many strategies to story-telling.~~ The stories about Harry Potter are full of ideas that are very common among readers. Everyone is familiar with schools, teachers, sports, and cliques. The writer of these stories creates a special relationship between each character and each event. In this way, the writer takes what is common and makes it into a story that appeals to many. ~~The writer needs to appeal to many in order to produce many sales.~~

Advertisers, teachers, and writers all develop ideas from their passionate interest in commonplace things. Many times it is not the idea itself that is the amazing wonder of the world but the manner in which the creator uses the idea. The best ideas and solutions are usually very simple. The difficult part in developing an idea is finding the relationship between the idea and the presented problem. Commonplace things will continue to produce great ideas for professionals and novices. It is up to the creators to find the special relationship between their passionate interests, commonplace things, and the purpose of commonplace things as they develop the best ideas. ~~Be sure to keep the idea on its purpose.~~

***Reference*:**
Heath, C. & Heath, D. (2007). *Made to stick*. New York: Random House.

Revise
On completion of the initial edits, read the essay again with the big picture in mind. Be sure the essay works together as a whole. Test for the overall cohesion. Revise the essay as necessary.

Revise the Edited Draft Checklist

1. **Clarity -** Which parts of the essay may be confusing?
2. **Effectiveness -** Do the main points keep the audience engaged? Does the use of grammar alienate the audience from the point?

*Example***:**
Present your perspective on the issue below, using relevant reasons and/or examples to support your views.

*Issue (topic)***:** The best ideas arise from passionate interest in commonplace things.
Question:

Many times the best ideas arise from passionate interest in commonplace things. Henry Ford had an idea to manufacture automobiles, and he made his idea happen. The owners of Google had an idea, and they made their idea happen. These individuals not only made their ideas happen; they took simple ideas and made them work. Examples of commonplace passionate interests can be found by examining careers. Professionals, such as advertisers, teachers, and writers, have passionate interests in their careers and often create great ideas in their professions from commonplace things.

Advertisers are tasked with using their passionate interest in advertising to develop creative ideas that represent commonplace products. One example of this principle can be understood through the Got Milk campaign. The advertising executive must find a way to relate to the demographic. The idea must create an effective communication channel between the company and the audience. A milk mustache is an everyday item that is identified by all ages. That commonplace thing combined with the question Got Milk became a very successful advertising campaign.

Teachers, like advertisers, have a passionate interest in their work, and their best ideas arise from commonplace settings to meet commonplace needs. Teachers use tools to help communicate ideas to students. One tool might be an analogy to help explain something. Another tool might be as simple as providing a visual aid for a visual learner. That teacher must have the passion to find a solution that will enable him/her to reach his/her students. For instance, an elementary school teacher encountered a situation concerning racism. Because racism is not an easy concept to explain, the teacher developed an idea. The students understood colors, so the teacher split the class into a brown eye group and a blue eye group. For one week the blue eye group was not allowed to go to recess and, as a result, was treated differently by the brown eye group. When asked, the students said they felt less important. The next week the roles were reversed and produced the same results (Heath & Heath, 2007, p. 111). When the exercise was complete, the students who had experienced discrimination better understood racism.

While advertisers develop advertising ideas from commonplace things, and teachers develop new teaching strategies from commonplace things, so do writers develop their stories from commonplace things. Like advertising executives and teachers, writers must use their ideas to appeal to an audience. Ideas from a writer are usually simple ideas that have previously been thought but are combined in a new way to create a story. The stories about Harry Potter are full of ideas that are very common among readers. Everyone is familiar with schools, teachers, sports, and cliques. Here, the writer ~~of these stories~~ creates a special relationship between each character and each event. In this way, the writer takes what is common and makes it into a story that appeals to many.

Advertisers, teachers, and writers all develop ideas from their passionate interest in commonplace things. Many times it is not the idea itself that is the amazing wonder of the world but the manner in which the creator uses the idea. The best ideas and solutions are usually very simple. The difficult part in developing an idea is finding the relationship between the idea and the presented problem. Commonplace things will continue to produce great ideas for professionals and novices. It is up to the creators to find the special relationship between their passionate interests, commonplace things, and the purpose of commonplace things as they develop the best ideas.

***Reference*:**
Heath, C. & Heath, D. (2007). *Made to stick*. New York: Random House.

References and further reading

http://owl.english.purdue.edu/owl/resource/685/01/

Ashford University. (2009). *Ashford guide for academic and career success*. New York: Pearson Custom Publishing

Other Theories and Professional Practices

Stasis Theory

Stasis theory was created in ancient Greece by Aristotle and Hermagoras. It was developed to critically analyze through research writing. Some find the criteria beneficial for editing or grading an essay.

> **Stasis Theory:** Criticize and question the criteria with the following:
>
> 1. The facts (conjecture)
> 2. The meaning or nature of the issue (definition)
> 3. The seriousness of the issue (quality)
> 4. The plan of action (policy)
>
> http://owl.english.purdue.edu/owl/resource/736/01/

Turley's Identifiers

Richard Marggraf Turley discusses his positive and negative identifiers in exam essays. The identifiers are created from a critic's point of view. To read more about Turley's identifiers, refer to his book, *Writing Essays: A Guide for Students in English and the Humanities*, through the CSU Online Library. From the CSU Online Library, choose ebrary; then search for the title. (Chapter 10, *How to Write Exam Essays*, covers the identifiers.)

Positive identifiers

- a clear, bold statement of aims in the introduction
- a sustained sense of purpose
- signposts or an easily recognizable narrative thread to help the reader through the argument
- developed critical vocabulary
- good grammar
- a distinct 'voice' or personality
- evidence of engagement with the critical debate
- "Factor X" (what we might term 'panache')

Negative identifiers

- a loose or rambling introduction
- no clear sense of purpose
- few or no signposts to guide the reader through the argument
- very basic, undeveloped vocabulary
- no evidence that any critical works have been read
- plot-driven argument/lots of paraphrase
- no "Factor X"

References and further reading

http://owl.english.purdue.edu/owl/resource/685/01/

Turley, Richard Marggraf. (2000). *Writing essays: A guide for students in english and the humanities.* Florence, KY, USA: Routledge

Ashford University. (2009). *Ashford guide for academic and career success.* New York: Pearson Custom Publishing

Click here to view the Essay and Written Response Checklist.
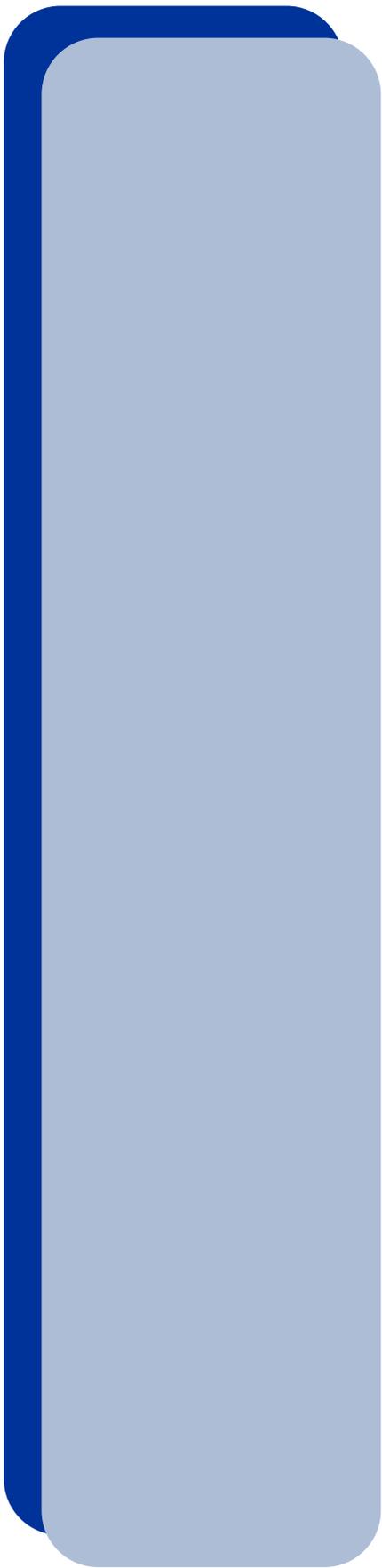
Learning Activities (Non-Graded)

Reflection Paper

For this assignment, you are asked to prepare a Reflection Paper. After you finish the reading assignment for this unit, reflect on the concepts, and write about them. What do you understand completely? What did not quite make sense? The purpose of this assignment is to provide you with the opportunity to reflect on the material you finished reading and to expand upon those thoughts. If you are unclear about a concept, either read it again, or ask your professor about it. Can you apply the concepts toward your career? How?

This is not a summary. A Reflection Paper is an opportunity for you to express your thoughts about the material by writing about them.

The writing should meet the following requirements:

- Be at least two pages in length
- Include your thoughts about the main topics
- How does it apply to your career?
- How does it apply to your personal life?

Format your Reflection Paper using APA style. Use your own words, and include citations and references as needed to avoid plagiarism.

Because this is a non-graded activity, you do not have to submit it. This activity is designed to help you comprehend and retain the material in the chapters more easily, and you should save it for future reference.