

TECM 4500 Schedule

Week	Topic Focus	Class Date	Monday Class Prep	Monday In-class	Class Date	Wednesday Class Prep	Wednesday In-class	Weekly Assignment	Assignment Points	Reading/Quiz Points	Activity Points	Weekly Points	Points to Lose		
1	Language & audience reaction	1-12		Why Content Analysis Exists Activity	1-14	Thinking Like a Linguist Quiz	Content Reactions & Analysis Activity (Part 1)	Syllabus Quiz		2	1	3	3		
2	Rhetorical grammar			MLK Day	1-21	Semantic Roles Quiz	Content Analysis Activity (Part 2)			2	0.5	2.5			
<i>Self Content Analysis (Project 1)</i>															
3	Metadata & Excel	1-26	Metadata Quiz	Metadata in Excel Activity	1-28		Excel for Your Corpus Activity	Corpus Inventory Assignment	2.5	2	1	5.5			
4	Corpus construction	2-2	Voyant Tutorials Quiz	Voyant Tools Activity	2-4		Corpus Cleaning Activity	Voyant Tools Analysis Assignment	3	2	1	6			
5	Language & authority	2-9	Language & Authority Quiz	Authority Analysis Activity	2-11		Authority Analysis in Your Corpus Activity	CATME Team Formation Survey		2	1	3	3		
6	Reporting research results	2-16		Project 1 Update Activity	2-18		Final Project 1 Activity	Project 1: Self Content Analysis	10		1	11			
<i>Team Knowledgebase Analysis (Project 2)</i>															
7	Team formation & project kickoff	2-23	Knowledgebase Project Quiz	Team Formation Activity	2-25		Coding Activity	Team Charter & Project Management Assignment	1	2	1	4			
8	Measurement quality	3-2	Measurement Quiz	Calculating Reliability Activity	3-4		Codebook Activity	Team Codebook Assignment	4	2	1	7			
Spring Break															
9	Language & persuasion	3-16	Language & Persuasion Quiz	Reporting Persuasive Results Activity	3-18		Evidence-Based Recommendations Activity	Recommendations Table Assignment	3	2	1	6			
10	Project finalization	3-23		Project 2 Team Update Activity	3-25		Final Project 2 Activity	Project 2: Team CA of Kb & CATME Evaluation	15		1	16	4		
<i>Federal Plain Language Analysis (Project 3)</i>															
11	Plain language	3-30	Plain Language Quiz	Vocabulary & Readability Activity	4-1		Plain Language Analysis Methods Activity	Federal Agency Background Assignment	5	2	1	8			
12	Agency & reader focus	4-6		Passives & Agency Activity	4-8		Syntax & Reader Focus Activity				1	1			
13	Language & trust	4-13	Language & Trust Quiz	Self Mentions & Trust Activity	4-15		Evaluative Adjectives & Trust Activity			2	1	3			
14	Sentiment analysis	4-20	Sentiment Analysis Quiz	Sentiment Analysis Activity	4-22		Project 3 Update Activity	Findings Table Assignment	5	2	1	8			
15	Wrapping up	4-27		Final Project 3 Activity	4-29		Thinking Backward & Forward Activity	Project 3: Plain Language CA	15		1	16			
<b>Possible Point Totals for the Course</b>									<b>63.5</b>	<b>22</b>	<b>14.5</b>	<b>100</b>	<b>10</b>	<b>90</b>	<b>FINAL Point Total with Losses for the Course</b>
Finals Week		FINAL Date		Optional Extra Credit In-class Assignment					3	NA	NA				
<b>FINAL Point Total for the Course</b>									<b>66.5</b>	<b>22</b>	<b>14.5</b>				