

# Technical Communication in the Zombie Apocalypse



## Tentative Daily Schedule

I reserve the right to revise the course schedule based on our class needs. Check ReggieNet and your email daily to ensure that you don't miss any updates. All readings not in the assigned books can be accessed via ReggieNet.

Date	Readings	Assignments
<b>Week 1</b>	<b>Introduction to Risk Comm</b>	
1/16	<p>US Dept of Health and Human Services, CDC, "Introduction to Crisis and Emergency Risk Communication" (pp. 1-21)</p> <p>Sauer, "Introduction: The Rhetoric of Risk" (pp. 1-20)</p> <p>Boiarsky, "Avoiding Disasters with Better Communication" (pp. 387-391)</p> <p>Nasiruddin, Halabi, Dao, Chen, and Brown, "Zombies—A Pop Culture Resource for Public Health Awareness" (pp. 809-813)</p> <p>Browse CDC <a href="#">Zombie Preparedness website</a></p> <p>Murnane, "<a href="#">Guess How Many People Will Survive a Zombie Apocalypse</a>"</p>	
<b>Week 2</b>	<b>Tech Comm and Social Justice</b>	
1/23	<p>Walton, Moore, Jones, <i>Technical Communication after the Social Justice Turn</i></p>	

Week 3	Social Construction of Risk	
1/30	<p>Brooks, "Introduction" and "Warnings" (pp. 1-44)</p> <p>Tierney, "Looking Back: The Evolution of How We Talk About Risk" and "A Different Perspective: The Social Production of Risk" (pp. 11-49)</p> <p>Russell and Babrow, "Risk in the Making: Narrative, Problematic Integration, and the Social Construction of Risk" (pp. 239-260)</p> <p>Pflugfelder, "Reddit's 'Explain It Like I'm Five': Technical Descriptions in the Wild" (pp. 25-41)</p>	Technical Description due FRI (1/31)
Week 4	Social Construction of Risk	
2/6	<p>Brooks, "Blame" (pp. 45-67)</p> <p>Grabill and Simmons, "Toward a Critical Rhetoric of Risk Communication" (pp. 415-441)</p> <p>Sauer, "Regulating Hazardous Environments: The Problem of Documentation" (pp. 27-64)</p> <p>Angeli and Norwood, "The Internal Rhetorical Work of a Public Health Crisis" (pp. 208-231)</p> <p>Lundgren and McMakin, "Constraints to Effective Risk Communication" and "Emergency Risk Communication" (pp. 45-67 and 401-410)</p>	
Week 5	Social Media in Disaster Response	
2/13	Potts, <i>Social Media in Disaster Response</i>	

Week 6	Information and Reliability	
2/20	<p>Brooks, "The Great Panic" (pp. 69-104)</p> <p>Bowdon, "Tweeting an Ethos: Emergency Messaging, Social Media, and Teaching Technical Communication" (pp. 35-54)</p> <p>Youngblood, "Balancing the Rhetorical Tension Between Right to Know and Security in Risk Communication: Ambiguity and Avoidance" (pp. 35-64)</p> <p>Lundgren and McMakin, "Develop Your Message," "Develop a Communication Plan," "Determining Appropriate Communication Methods," and "Developing an Emergency Risk Communication Plan" (pp. 135-151, 173-184, and 420-437)</p>	
Week 7	Communicating Disaster on Social Media	
2/27	<p>Brooks, "Turning the Tide" (pp. 105-136)</p> <p>Niles, Emery, Regan, Dodds, and Danforth, "Social Media Usage Patterns During Natural Hazards" (pp. 1-16)</p> <p>Ewing and McIntyre, "An Intercultural Analysis of Social Media Advocacy in Disaster Response" (pp. 111-135)</p> <p>Pflugfelder, "Risk Selfies and Nonrational Environmental Communication" (pp. 73-84)</p> <p>Browse social media sites (Pinterest, Reddit, etc) for prepper communities. What can we learn from them?</p>	<p>Social Media due FRI (2/28)</p> <p>Team Member Evaluation due FRI (2/28)</p>
Week 8	Create a Case Study I	
3/5	<p>Brooks, "Home Front USA" (pp. 137-186)</p> <p>Choose a past instance of crisis or disaster (i.e.: Hurricane Katrina, Three Mile Island, Paradise wildfire, etc), and spend some time researching the event, the communication around it, and anything else that seems interesting to you. Come to class prepared to discuss your case study.</p> <p>Guest visit – Courtney Cox on emergency text messaging</p>	

	<b>Spring break!</b>	
	No class this week (3/9 – 3/13)	
<b>Week 9</b>	<b>Data Visualization</b>	
<b>3/19</b>	<p>Richards, “An Ethic of Constraint: Citizens, Sea-Level Rise Viewers, and the Limits of Agency” (pp. 292-337)</p> <p>Welhausen, “Power and Authority in Disease Maps: Visualizing Medical Cartography Through Yellow Fever Mapping” (pp. 257-283)</p> <p>Lundgren and McMakin, “Visual Representations of Risk” (pp. 203-240)</p>	
<b>Week 10</b>	<b>Independent Workshop</b>	
<b>3/26</b>	No class – ATTW and CCCC in Milwaukee	Visualization due FRI (3/27)
<b>Week 11</b>	<b>International Risk</b>	
<b>4/2</b>	<p>Brooks, “Around the World, and Above” (pp. 187-269)</p> <p>Lundgren and McMakin, “International Risk Communication” (pp. 457-469)</p> <p>Ding, “Rhetorics of Alternative Media in an Emerging Epidemic: SARS, Censorship and Extra-Institutional Risk Communication”(pp. 327-350)</p>	
<b>Week 12</b>	<b>Create a Case Study II</b>	
<b>4/9</b>	Determine an instance of impending or in-progress crisis or disaster (i.e.: climate change flooding, Yellowstone Supervolcano, etc) and research how it is being communicated currently. Come to class prepared to discuss your case study.	<p>Survival Guide due FRI (4/10)</p> <p>Team Member Evaluation due FRI (4/10)</p>

Week 13	Usability and User Design	
4/16	<p>Sun, "The Triumph of Users" (pp. 457-481)</p> <p>Jose van Dijck, "Users Like You? Theorizing Agency in User-Generated Content" (pp. 41-58)</p> <p>McNair, Gonzales, and Zhyvotovska, "An Intersectional Technofeminist Framework for Community-Driven Technology Innovation" (pp. 43-54)</p> <p>Del Hierro, "DJs, Playlists, and Community: Imagining Communication Design through Hip Hop" (pp. 1-12)</p>	
Week 14	Resilience and Aftermath	
4/23	<p>Brooks, "Total War" and "Goodbyes" (pp. 270-327 and 328-342)</p> <p>Walker and Cagle, "Resilience Rhetorics in Science, Technology, and Medicine" (pp. 1-11)</p> <p>Tierney, "Defining Resilience in Relation to Risk" and "Adaptive Resilience in the Face of Disasters" (pp. 160-226)</p> <p>Lundgren and McMakin, "Evaluation of Risk Communication Efforts" and "Communicating after an Emergency" (pp. 387-398 and 448-456)</p>	
Week 15	Apocalyptic Communication	
4/30	<p>Nordhaus, "<a href="#">The Climate Change Apocalypse Problem</a>"</p> <p>Verhaagen, "Shock and Dread" (pp. 1-12)</p> <p>Cheek, "Zombie Ent(r)ailments in Risk Communication: A Rhetorical Analysis of the CDC's Zombie Apocalypse Preparedness Campaign" (pp. 1-22)</p>	<p>Website due FRI (5/1)</p> <p>Team Member Evaluation due FRI (5/1)</p>