

# Teaching Multimodal Composition: A Manifesto

by Cheryl E. Ball

## Table of Contents

Preface:	A Personal History of Teaching Multimodal Composition
Chapter 1:	Reflections on Multimodal Composition
Chapter 2:	How <i>Not</i> To Create a Multimodal Composition Syllabus
Chapter 3:	An Editorial Teaching Philosophy for Multimodal Composition
Chapter 4:	How To Read New Media Texts
Chapter 5:	How To Talk About New Media Texts
Chapter 6:	How <i>Not</i> to Grade Multimodal Texts
Chapter 7:	Multimodal Composition: An Annotated Syllabus

Cheryl Ball 8/22/2016 19:16

**Comment [1]:** This interview was originally published by Wade Mahon. (2012) Multimodal composition and the rhetoric of teaching: A conversation with Cheryl Ball. *Issues in Writing*, 18(2), 111–131.

Cheryl Ball 8/22/2016 19:30

**Comment [2]:** The bulk of this chapter was originally co-authored with two undergraduate students from a general-education course at Utah State University: Tia Scofield Bowen and Tyrell Brent Fenn. A few segments of this chapter were originally published in *Multimodal Literacies and Emerging Genres*, edited by Bowen and Whithaus, University of Pittsburgh Press, 2013.

Cheryl Ball 8/22/2016 19:29

**Comment [3]:** The bulk of this chapter came from three pieces published serially in *Hybrid Pedagogy*, at Ball, Cheryl E. (2012–13). Editorial pedagogy: A professional philosophy for developing authors, editors, and designers [a three-part series]. *Hybrid Pedagogy*. <http://www.hybridpedagogy.com/tag/editorial-pedagogy-series/>

Cheryl Ball 8/22/2016 19:29

**Comment [4]:** Parts of this chapter have appeared in “Show, Not Tell: The Value of New Media Scholarship” published in 2004 in *Computers and Composition*. Other parts are from my dissertation and a small bit from RiceBall (2006), Reading the text: Remediating the text, which was published in *Kairos*.

Cheryl Ball 8/22/2016 19:35

**Comment [5]:** This is the great unpublished chapter from my dissertation.

Cheryl Ball 8/22/2016 19:45

**Comment [6]:** This chapter derives from several sources including a 2012 article, “Assessing Scholarly Multimedia: A Rhetorical Genre Studies Approach” in *Technical Communication Quarterly*, and “Adapting Editorial Peer Review” published in *Writing & Pedagogy* in 2014. It also includes a little bit from “The kairoitic nature of online scholarly community building” Jan 28, 2013, [http://mediacommons.futureofthebook.org/question/how-do-we-build-digital-... \[1\]](http://mediacommons.futureofthebook.org/question/how-do-we-build-digital-... [1])

Cheryl Ball 8/22/2016 19:46

**Comment [7]:** This chapter’s contents derive primarily from my own Multimodal Composition syllabus, but include random smatterings of reflections and corrections on that syllabus that I have either spoken or written a dozen other places, including in this own book.