

Call for Authors: Writing and Publishing in Digital Environments

I am pleased to issue a call for contributors to the open textbook, *Writing and Publishing in Digital Environments* (brief proposals due by June 1, 2021). This textbook initiative is led by [Dr. Jenna Sheffield](#), assistant provost for curriculum innovation and interim director of the Center for Teaching Excellence at the University of New Haven. As a composition studies scholar and professional writing instructor at the University of New Haven, I frequently teach an upper-level writing course called *Writing for Digital Environments*, which enrolls students across majors. The idea for this textbook came out of my frustration with not being able to find a textbook that was grounded in rhetorical principles and that was up-to-date with emerging web writing/web design trends. In fact, I quickly realized that I didn't want to use a print textbook at all because I wanted students to do their course readings online in a website format in order to best grasp and experience the concepts they were learning. (To learn more about the origination of the project, check out [my project summary](#).)

About the Book

Writing and Publishing in Digital Environments is a textbook for college student writers across disciplines who want to learn to write clear, compelling prose in a variety of digital environments. This textbook, which English and Communications faculty may find particularly useful in their courses but can be used across many fields of study, was designed with the following goals in mind:

- Students will be able to experience the effectiveness of web writing in the moment as they are learning new concepts.
- Students will understand how decisions about web writing and web design are intricately linked to rhetorical considerations of audience, purpose, and context.
- The digital textbook will stay up-to-date with the constantly changing trends in web writing and web design practices.
- The textbook will become a hub for students' analyses of and questions about websites they are interested in exploring.

Call For Proposals

Currently, I am **seeking section contributions for specific sections** within the book's main chapters, based on the topics addressed in the Table of Contents below. Interested contributors should submit a proposal (details below) by **June 1, 2021**.

**Items marked with an asterisk below represent new contributions that are already in progress or are being revised from previously existing OER.*

Table of Contents

(Visit [the Full Table of Contents here](#) for an expanded Table of Contents that includes subsections for which you may wish to write.)

Chapter 1: Introduction*

Chapter 2: Why Rhetorical Theory Matters When We Write for the Web

1. Defining the Rhetorical Situation
2. Tailoring Your Web Writing to Your Audience's Needs*
3. Redefining the 5 Canons of Rhetoric
4. Defining & Locating Digital Rhetoric (interactivity, intertextuality, etc.)
5. The Role of Visual Rhetoric in Web Writing
6. Credibility, Participation, Ownership & Privacy

Chapter 3: Common Web Writing Genres: Characteristics & Purposes

1. Web Builders versus Content Management Systems*
2. Types of Websites and their Varied Purposes*
3. Common Static Pages (Home, About, Contact, etc.)
4. Blogs versus Articles
5. Creating Video & Audio Content
6. Writing for Social Media*

Chapter 4: Principles of Writing for the Web

1. Organizing Your Web Writing
2. Making Your Writing Scannable
3. Making Your Writing Engaging
4. Making Your Writing Credible

Chapter 5: Web Design Strategies for Non-Designers

1. Visual Design Basics
2. Usability
3. User Experience

Chapter 6: Search Engine Optimization (SEO) Basics for Writers: How to Make Sure Your Writing Gets Discovered*

1. Why SEO Matters*
2. Keywords and Keyword Research*
3. Meta Tags*
4. Headings*
5. Images*

Chapter 7: Conclusions

Proposal Expectations

Proposals are brief descriptions of the content you would like to write, based on the outline above. I am open to other ideas for sections you might be interested in including as well! If you have questions or would like to discuss the project before submitting a proposal, feel free to email me at jsheffield@newhaven.edu.

- Please submit your proposals by emailing them to Jenna Sheffield (jsheffield@newhaven.edu) no later than **June 1, 2021**.
- Proposals should consist of the following:
 - Learning objectives for your section
 - A brief description of what you will cover in your section
 - A brief bio (250 words or less) that describes your educational and/or professional background as it relates to this project
 - Anticipated length of your completed section

Timeline

- Authors should expect to receive notification of proposal acceptance by **July 15, 2021**.
 - Upon acceptance, authors will receive more information, such as a sample chapter, style guidelines, etc.
- Final section submissions are due by **October 1, 2021**.

Thank you for your time, and I look forward to your ideas!

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