



FACULTY-LED  
STUDY ABROAD

## KIIS Greece Program, Summer 2022

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### ENG 349: Topics: Travel Writing on the Road to Athens

**Instructor:** Dr. Jeffrey Rice

**Email:** jeffrey.rice@wku.edu

**Instructor's office hours:** on site and by appointment

*Syllabus subject to change*

### 1. Course Description

Ah, Greece! From its ancient ruins and crowded marketplaces to its sweeping vistas and Instagramable beaches, Greece promises both the novice and experienced traveller an adventure to remember. In this special topics course, we will work to describe those adventures through the medium of travel writing. Throughout the term, we will study the travel writing genre and how it represents Greece as a historical and cultural tourist destination. We will look at how diverse travel writing authors and guides—such as the late Anthony Bourdain, Samantha Brown, and the *Lonely Planet* series—thematically represent the country, and we will use their insights to help us write our own travel guides. To that end, we will pay special attention to the travel writing genre's various purposes, conventions, audiences, and writing styles, and we will consider how Greece's history, culture, and natural beauty affect the way we represent and write about Greece for the international tourist (3 hours).

In all their study, students will become familiar with informative, descriptive, and persuasive writing strategies and their travel guide applications. Through their experiences of Greece's history, culture, and industry, students will explore how to write about Greece for a specific audience.

### 2. Overall KIIS Program Student Learning Outcomes

#### KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

#### Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective

essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

### **3. Course Objectives and Specific Learning Outcomes**

Students are expected to closely read the course textbooks; to participate actively in analysis and discussion of various rhetorical theories and their travel guide applications; to examine how writing genre influences cultural perceptions of art, architecture, sculpture, drama, commerce, myth, and technology in museums and at various Greek sites; to synthesize the information they've gained in class and on their own and to apply it to a problem or topic of their own choosing in a final project.

The KIIS Greece program has developed the following student learning outcomes for all courses in the program:

After having completed the KIIS Greece program, students will have

- honed their knowledge of Greece and Greek society, from antiquity to the 21st century;
- synthesized academic concepts with real world experiences;
- observed Mediterranean life in rural settings, in middle-sized towns, and on islands, as well as in the megalopolis of Athens;
- interacted with ordinary Greeks on a regular basis;
- exhibited confidence in their abilities to function competently in another culture;
- articulated an understanding of what it means to be the stranger in another land;
- articulated the relationship between ideas and place (i.e., geography, landscape, buildings, monuments) as that relationship reflects the past, the present, and the recreation of the past in the present;
- clarified their personal values, both as U. S. citizens and as individuals;
- deepened their appreciation for the values of others;
- improved their oral and written communication skills in English.

### **4. Major Topics covered in the Course**

We will study the principles and conventions of travel writing through a five (5) unit structure, and will pay particular attention to how they apply to our visited sites and the tourism industry's representation of those sites. In each unit of the course, students will read from both "classic" travel writers (such as Pausanias, Plutarch, and Mark Twain) and contemporary travel writers & guides (like Rick Steves, Samantha Brown, *Lonely Planet*, *Frommer's*, and so on), discuss the rhetorical, technical, thematic, etc. writing strategies, examine contemporary illustrations and applications of said strategies, and produce small-to-large travel writing texts on subjects of their choosing.

### **5. Required Readings and Materials**

Dr. Rice will provide students with relevant texts via zip file by early May 2022.

## 6. Graded Assignments

Students will keep a reflective journal, which will be periodically collected and graded. This journal and a 2-3 page informal report will count for 40% of the final course grade. Students will also write a 10-20 page travel guide on a thematic topic selected in consultation with the instructor. This project will count for 30% of the final course grade. A formal analysis of travel writing trends in Greece's tourism and hospitality industry and several short quizzes will account for the last 30% of the final course grade.

Work will be graded on this scale:

90 – 100 A

80 – 89 B

70 – 79 C

60 – 69 D

Below 60 E (F)

This course will be graded on this basis, without regard to other scales (f.e., plus-and-minus) which may apply at your college or university.

## 7. Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

## 8. Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, [maria.canning@wku.edu](mailto:maria.canning@wku.edu), to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, [haley.mctaggart@wku.edu](mailto:haley.mctaggart@wku.edu), if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

### **9. Title IX / Discrimination & Harassment:**

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Deborah Wilkins (270-745-5396 / [deborah.wilkins@wku.edu](mailto:deborah.wilkins@wku.edu)) or WKU's Title IX Investigators, Michael Crowe (270-745-5429 / [michael.crowe@wku.edu](mailto:michael.crowe@wku.edu)) or Joshua Hayes (270-745-5121 / [joshua.hayes@wku.edu](mailto:joshua.hayes@wku.edu)). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/eo/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.