



Section: 001

Time: Thursday 12:30-3:30

Location: UC 1220

Instructor: Dr. Aaron Schneider

Email: aschnei4@uwo.ca or OWL email

Office: UC 2431

Office Hours: Monday 11:30-12:30 and Tuesday 8:30-9:30 or by appointment

This course introduces students to the rhetorical principles and practices of writing and oral communication in professional contexts. Particular attention is paid to understanding audience, context, and purpose; the grammar of Standard Written English; modes of persuasion; and the negotiation of cultural difference.

Students learn strategies for idea generation, composing a first draft, approaching revision, peer review, and effective editing and proofreading techniques.

Upon successful completion of this course, students will have demonstrated the ability to

1. identify and define rhetorical contexts for professional communication;
2. identify, define, and understand 'purpose for writing' within those rhetorical contexts;
3. understand the relationship between context, purpose and audience and how that relationship should shape a message;
4. use that understanding to develop a persuasive argument;
5. generate ideas for a variety of communicative purposes, such as communicating a negative message with positive emphasis;
6. understand basic principles of cross-cultural communication and their significance;
7. understand basic principles of document design and apply them;
8. write cohesive and coherent prose using the grammar and conventions of Standard Written English;
9. identify and correct errors in composition, grammar, and mechanics; and
10. incorporate feedback into revisions.

1. _____: Paul MacRae, Business and Professional Writing: A Basic Guide. Broadview Press, 2015.
2. **Required:** Messenger, de Bruyn et al. *T* _____ *Essentials Edition*. Oxford University Press, 2017.
3. _____: Access to the Internet/Sakai (OWL)

Diagnostic Paper (up to 500 words)	ungraded	Week 3
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However, if you miss a total of four to nine class hours (the equivalent of up to three full weeks of class), your final grade will be reduced by 10% (e.g. an earned final grade of 80% will be reported as a final grade of 72).

If you miss a total of more than nine hours of class meetings (the equivalent of more than three weeks of class meetings) your final grade will be reduced by 15% (e.g. an earned final grade of 80% will be reported as a final grade of 68).

This policy will only be waived for medical or compassionate reasons. If you have good reasons for waiving an absence of one class meeting, discuss these with your instructor within one week of that absence. If your absence is extended and prolonged (over one week of continuous non-attendance), then you should discuss it with your academic advisor in your home faculty, who may require documentation. That advisor may then contact all of your instructors. See also: ' _____ ' below.

_____: a class meeting missed in order to write a test, exam, or other form of 'make-up class' in another course _____ count as non-attendance, and _____ attract penalties as defined above if applicable. Instructors at the University of Western Ontario are _____ a student to write a make-up test or similar at times which conflict with that student's other scheduled class times. If you are asked or 'required' to do this, you should immediately contact an academic counsellor in your Dean's office. If you elect to miss a class in order to write such a test, that is _____ choice; your absence will not be excused.

If you

: MacRae Chapters 15 and 16

Thursday, November 29

Sentence grammar/structure review

Thursday, December 6

Final Comments: Exam Review
