

Messenger, de Bruyn et al. *The Canadian Writer's Handbook. Second Essentials Edition*. Oxford University Press, 2017.

Final Course Grades: your final grade in the course will be based on your performance in the required work, weighted as shown below.

In-class quizzes on sentence structure/grammar issues	15%
Diagnostic Paper: Audience Analysis; ungraded (up to 500 words)	--
Assignment 1: Negative Message with positive emphasis (up to 1000 words)	20%
Assignment 2: Persuasive Message with visual (up to 1200 words)	25%
Assignment 3 (Formal Report; research-based) (up to 1250 words, excluding front and back matter)	40%

Note: each of Assignments 1, 2 and 3 includes a preliminary peer-reviewed draft stage. In each week a peer-review session is scheduled, you must bring to class a copy (paper or electronic) of a preliminary draft of the assignment in question. This draft should be sufficiently complete (in my judgment) to allow you to obtain meaningful comment on it from one or more of your peers. I will ask you to show me your draft in class, during the peer-review session. Failure to attend class with a sufficiently complete draft, and/or to pa **will result in the earned mark for that assignment being reduced by 10%**. So for example what would have been an earned mark of 78 for Assignment #3 will have a mark of 70 recorded. **Note** that this penalty will be applied *in addition* to any other applicable penalties, e.g. for late submission.

Course Policies

Attendance policies

Attendance at class is required to improve as a writer. Here is the Writing Studies attendance policy in this class:

You may miss up to three hours (the equivalent of one week of class) of class meetings during the term without explanation. That means that the first three class hours you miss will be recorded as absences but *excused provided you don't miss any more*.

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 be waived only for medical or compassionate reasons. If you have good reasons

to miss another class meeting) discuss these reasons with your instructor within one week of that absence. If you

Students seeking academic consideration **must communicate with their instructors no later than 24 hours** after the end of the period covered by either:

- i. A Self-Reported Absence, or
- ii. Academic consideration supported by the Academic Counselling Office.

Exception: in Writing Studies courses, a student seeking academic accommodation **on non-medical grounds** for any missed in-class tests/exams, class attendance/participation components, or late or missed assignments **worth less than 10% of a final grade** *may* first consult directly with her or his instructor, who will in his or her discretion elect either to make a decision on the request directly or instruct the student to follow the procedures set out in **Writing Studies' Basic Policy**.

Please note that individual instructors will **not under any circumstances** accept or read medical documentation directly offered by a student, whether in support of an application for accommodation on medical grounds or for related reasons (e.g. to explain an absence from class which may r **All medical documentation must** be submitted to the Academic Counselling or Undergraduate office of a

Students who are or who feel they should be covered under Student Accessibility Services should review Western policy here:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_10

Students who are in emotional/mental distress should refer to **MentalHealth@Western:** (<https://www.uwo.ca/health/>) for a complete list of options about how to obtain help.

Special Requests: Special Examinations, Incomplete Standing, Aegrotat Standing

detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subs

Introduce and Assign Case and Assignment #2: (Persuasive Message w/ visual; up to 1200 words/25%) due Week Nine (draft due in-class Week Eight)

Week Seven **Writing Persuasive Messages**
Oct. 22 **Locker/Findlay, Chapter 9**

Week Eight **Writing Persuasive Messages**
Oct. 29 **Locker/Findlay, Chapter 9**
Assignment #2 Draft due; peer review

Introduce and Assign Case and Assignment #3: (Formal report exercise; approximately 1250 words [excluding front and back matter]/40%) due end of classes (draft due in-class Week 11)

***Fall Term Reading Week: 5 p.m. Friday November 1st to Midnight Sunday November 10th.**

Week Nine **Communicating Across Cultures Overview (Locker/Findlay, Chapter 5)**
Nov. 12 **Writing Proposals and Reports: Introduction to Assignment #4**
Locker/Findlay, Chapters 10, 11 and 12

Assignment 2 (Persuasive Message w/visual) Final draft due.

Week Ten **Writing Proposals and Reports**
Nov. 19 **Locker/Findlay, Chapters 10, 11 and 12**

Week Eleven **Employment Communications Overview (Locker/Findlay, Chapter 13)**
Nov. 26 *Assignment 3 Draft due; peer review*

Week Twelve **Writing Proposals and Reports; Locker/Findlay, Chapters 10, 11 and 12**
Dec. 3

Assignment 3 Final draft due either in class Week 12 or no later than the last day of classes: Fall Term MIDNIGHT THURSDAY DECEMBER 5TH