

**2111 G: Writing in the World: Introduction to Professional Writing**

**Distance Studies; Section 650**

**Instructor: Melanie Chambers  
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**Course Description and Objectives**



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**Attendance/Participation (Please *note* posting requirements)**



**Remember:** A 'Week' in Distance Studies courses begins on Monday and ends on Friday. The initial Thursday/Friday of classes in either term, where applicable, is included in the following full Week 1. If classes in a term are scheduled to *end* on a Tuesday or Wednesday, that is 'Week 13' and all term work is due no later than that date.

## Unit/Week One

### Introduction: Writing/Rhetoric in a Professional Context

*In general*, the aim of this Unit is to provide you with an overview of the course, to elucidate some of the assumptions on which the course is predicated, and to introduce you to an historical context within which you can think about the processes and products of 'writing.' Following this discussion, we will take a brief look at Chapter 1 of our text, Locker/Findlay, and establish some key terms and concepts.

*Read:* Locker/Findlay, Chapters 1, 2 (and 3)

*Discussion Topic: In this first Week's*

*What other qualities or features might you notice that would help you avoid falling into that trap?*

### **Unit/Week Three**

#### **Writing Clearly: Introduction to the Grammar and Conventions of 'Standard Written English'**

***Objectives:***

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***Read: Locker/Findlay, Chapter 3 and Appendix 'A'***

***\*Diagnostic Paper Submission due midnight Friday Week 3***

***Discussion Topic: apply the principles articulated in the Unit 3 Lecture notes to the following example. Post a revised version, and explain why you made the changes you did.***

### **Unit/Week Four**

#### **Writing Positive and Negative Messages**

***Objectives:***

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***Read: Locker/Findlay, Chapters 7 and 8, and "Statstar" (pdf on 'Lectures' page); Assignment Case for Assignment 2: "Globe"***

*Assignment #1: Negative Message with positive emphasis; up to 1000 words/ 20%. Due midnight Friday Week 6*

*Discussion Topic: As discussed in the Unit 4 lecture, assume that in the ‘Globe’ scenario you are instructed to write a purely ‘negative’ message to Lyn Smith, turning down all her requests. What kind of intangible but positive ‘alternative’ (‘reader benefit’), that might override her obvious anticipated negative response to the main message, can you come up with? Your answer will be contingent in large part on your analysis of her as your ‘primary’ audience.*

Unit/Week Five

Writing Positive and Negative Messages (cont.)

*Read: Locker/Findlay, Chapters 7 and 8, and “Statstar” (pdf on ‘Lectures’ page)*

*Discussion Topic: refer to Exercise 8.5 on page 200 of your text. As instructed there, compose a brief message to your boss correcting the figures. Use ‘correct numbers’ (b), and assume the second of the two variations. Post your message, and explain why you wrote it the way you did!*

Unit/Week Six

Overview of Basic Principles of Document Design and Use of Visuals

*Objectives:*

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*Read: Locker/Findlay, Chapter 4*

*\*Assignment #1 due 5 p.m., Friday Week 6.*

*Assignment #2: (Persuasive Message w/ visual; up to 1200 words/25%) due Friday Week Nine.*

**Fall Reading Week Feb 18<sup>th</sup> – 22nd**

**Unit/Week Seven**

**Writing Persuasive Messages**

***Objectives:***

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***Read: Locker/Findlay Chapter 9 and “TeknoSport” (pdf on ‘Lectures’ page); Assignment 2 Case: “Just Clean Your Hands” in Create coursepack***

***\*Download, Write, and Upload Sentence Structure/Grammar Test (15%)***

**Unit/Week Eight**

**Writing Persuasive Messages**

***Objectives:***

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***Read: Locker/Findlay, Chapter 13***