

2111F/G: Writing in the World: Introduction to Professional Writing

Distance Studies; 654 Online

Instructor: Dr. Tom Cull

Course Description and Objectives

This course aims to introduce you to the basic grammatical and stylistic principles of good, clear, written English within a specific context. That context is professional writing. You will be introduced as well to basic theories and concepts in professional writing,

Instructor postings on section Sakai site.

Course Requirements and Grade Allocations

Diagnostic Paper: Audience Analysis (up to 500 words)	Ungraded
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 (up to 1250 words, excluding front and back matter)	40%
Sentence Grammar/Structure Test (on Sakai)	15%

Unit/Week Three

Writing Clearly Written English

Objectives:

- To encourage you to develop a critical self-awareness of your writing practice
- To understand the distinction between grammatical ‘conventions’ and ‘rules’
- To understand the notion of ‘Standard Written English’
- To articulate some basic revision principles answering the question “How can I ensure that my document as a whole will clearly communicate my intended message?”

Writing Persuasive Messages

Objectives:

Through this Unit's readings, you should be familiar with the following topics:

The primary and secondary purposes of persuasive messages

Choosing a persuasive strategy: direct or indirect?

Analyzing another pe

Overview of Issues in Cross-Cultural Communication; Brief Introduction to Assignment #3: Final Assignment: A Formal Report

Objectives:

Through this Unit's readings, you should be familiar with the following topics:
The concept of 'cultural difference' and its significance for communication
The importance of recognizing cultural variations
Cultural context as part of the rhetorical context of any message
Mapping 'difference' in cultural context: six key categories
Defining 'cultures' as high- or low-context
The importance of a clear sense of 'purpose' in Assignment #3

Read:

Guidelines for content and organization in letters of application
Tone in letters of application

Read: Locker/Findlay, Chapter 13

Discussion Topic: Find an ad for a job in either a print source or online for which you more or less qualify now. Read the ad carefully and list the specific skills and employee attributes sought by the employer, ranking them from most to least important. Make a list of your specific present skills, education, and personal qualities that might be relevant and attempt to match the two lists. Use this as a basis to discuss strategies you could use to respond to the ad, maximizing your strengths and legitimately (without being deceptive!)