



WRITING 1031G – Distance Studies

Global Positioning: Introduction to Rhetoric and Professional Communication

Winter 2020

Section 650

Instructor: Brock Eays

Email: beays@uwo.ca Office: University College Rm. 2430

Hours: in-office Tuesdays 11 a.m. to 1 p.m.; on Sakai or Western mail anytime (response within 36 hours)

COURSE DESCRIPTION AND OBJECTIVES





TEXTBOOKS

Business and Professional Writing: A Basic Guide

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

COURSE REQUIREMENTS

Submitting Assignments

Procedure for Assignment Submission:

Must contribute something meaningful to the Board;

- ii. Academic consideration supported by the Academic Counselling Office.

Exception

“All required papers may be subject to submission for textual similarity review to the

To understand the importance of 'audience' as a primary

To learn how analyze potential audiences for a message;

To understand the concept of 'multiple audiences' (primary and secondary)

To understand how that analysis can help us _____ a message in order to maximize its potential effectiveness;

To define the concept of 'Goodwill' (including 'You-attitude,' 'Positive Emphasis,' bias-free language, and tone) and explore the relationship of these concepts to effective writing

To understand basic word classes ('parts of speech') and clause patterns

Read

Read _____ Chapters 3e-g, 6 (all), 7a, 8a-d, 10-13 (all)

Read: the 'Globe' case (see 'Assignment Instructions' page)

Diagnostic Paper

Unit/Week 5 (Feb. 3 – 7)

- *Rhetoric: Writing Informative, Positive, and Negative Messages (continued)*
- *Writing: Colons and Semicolons; Other punctuation*

The roles of variety, emphasis, parallelism and diction in writing effective sentences

Read

Read

Write Online Quiz 3 (5%)

Assignment 2 due Friday by 11:55 p.m. (25%)

Unit/Week 10 (March 16 – 20)

- *Rhetoric: Writing Proposals and Reports*
- *Writing: evaluating and incorporating sources; documentation*

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

General rhetorical considerations for writing formal reports

The difference between causation and correlation

Patterns of organization common in formal reports

Stylistic expectations in formal reports

The individual components of a formal report

The evaluation and use of sources

Read

Read

➤ *Rhetoric: an overview of the basic principles of individual and group oral presentations*

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

Executive summaries: the main principles and problems

The basic principles underlying successful and persuasive individual oral presentations

Read

Work on Assignment 3

Unit/Week 12 (March 30 – April 3)

Final Comments and Exam Review

**Assignment 3 is due Friday April 3rd (last day of classes) by 11:55 p.m.
(30%)**