Arts& Humanitites

# WRITING 1031G – Distance Studies

## Global Positioning: Introduction to Rhetoric and Professional Communication

Winter 2020

Section 650

**Instructor: Brock Eayrs** 

Email: beayrs@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

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

- > identify and define rhetorical contexts for professional communication;
- understand the relationship between context, purpose and audience and how that relationship should shape a message;
- > use that understanding to develop persuasive messages;
- generate ideas for a variety of communicative purposes, such as communicating a negative message with positive emphasis;
- > understand the basic principles of writing formal reports and apply them;
- > understand the basic principles of cross-cultural communication and their significance;
- > understand the basic principles of document design and apply them;
- > understand the basic principles of designing individual and group oral presentations

- write cohesive and coherent prose using the grammar and conventions of Standard Written English;
- > identify and correct errors in composition, grammar, and mechanics; and
- > incorporate feedback into revisions.

#### TEXTBOOKS

MacRae, Paul. *Business and Professional Writing: A Basic Guide*. Second Canadian Edition. Peterborough: Broadview, 2019.

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

#### **COURSE REQUIREMENTS**

Diagnostic Paper (audience analysis [up to 500 words])	Ungraded
Assignment 1: Negative Message (up to 1000 words)	10%
Assignment 2: Persuasive Message with Visual (up to 1200 words.)	25%

When using sources in a paper, you will be expected to follow MLA, CMS, or APA standards for documentation (as detailed in Messenger et al. Chapter 37).

#### **Submitting Assignments**

Assignments are due on the dates specified in the syllabus. Late papers will be penalized at 2.5% per day unless I have permitted an extension of the due date. You must contact me ahead of time for an extension and provide a suitable reason (see also the section 'Medical Accommodation Policy' below). Our online class 'week' runs from Monday to Friday, so assignments for a particular week are due by Friday (mid)night, Eastern Standard Time unless otherwise stated.

Important: you are responsible for keeping an electronic copy of all assignments you submit.

**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 rhetorical consideration in professional writing;

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 shape, structure, and organize a message in order to maximize its potential effectiveness;

To define the concept of 'Goodwill' (including 'You-attitude,' 'Positive Emphasis,' biasfree 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: MacRae 'Introduction'; Chapters 1 and 2; Chapter 3, p. 61-73

Read: Messenger et al. Chapters 3e-g, 6 (all), 7a, 8a-d, 10-13 (all)

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

<u>This Week's Discussion Topic</u>: Are there qualities in Lyn Smith's letter that might (wrongly) tempt you to be dismissive and/or condescending in your reply? What other

No Discussion Required this week: Complete Online Quiz #1 and submit Diagnostic Paper

**Diagnostic Paper** 

## Unit/Week 5 (Feb. 3 – 7)

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

Objectives:

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

### Read: MacRae Chapters 17, 18, 20

#### Read: Messenger et al. Chapters 4, 5h, 14

No Discussion Required this week: do Online Quiz 3, submit Assignment 2, and ensure you are ready to submit (email) your Assignment 3 Proposal by 11:55 p.m. on Friday Week 10

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

Objectives:

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: MacRae Chapters 17, 18, 20

Read: Messenger et al. Chapters 33 - 37 (revTm 54 - 1208 Tm / TT1Tm 54 - 1208I 0 0 50 4

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

#### Objectives:

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: MacRae pages 321 - 322 and chapters 15 and 16

#### Work on Assignment 3

#### Unit/Week 12 (March 30 – April 3)

#### Final Comments and Exam Review

### Assignment 3 is due Friday April 3<sup>rd</sup> (last day of classes) by 11:55 p.m. (30%)