

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

**Distance Studies; Winter 2020 Section 654**

**Instructor: Professor Freeborn**

**Course Description and Objectives**







## **Schedule**

*Diagnostic Paper: Audience Analysis (Memo. to Instructor; up to 500 words/);  
due midnight Friday Week 3*

*Discussion Topic: Are there qualities in Lyn Smith's letter that might (wrongly) tempt you to be dismissive and/or condescending in your reply? 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:*

**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:**





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

*Assignment #3: (Formal Report, research based. Approximately 1250 words excluding front and back matter/40%) due end of term – last day of classes. See end of this ‘Schedule’.*

***Discussion Topic:** Your aim in TeknoSport would be to construct an argument (a case) in which you use reasons and data to support a Claim. Your Claim is that the STP should be retained, in at least more or less its present form. Your Warrant for this Claim will involve some assumptions (‘common ground’) that you need to define, and that you can reasonably expect Karvinen to share with you. What might these Warrants look like?*

### **Unit/Week Nine**

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

*Objectives:*

**Read:** Locker/Findlay, Chapters 5, 10, and 11; and **Assignment 3 Case:** “Cross-Cultural Negotiation: Americans Negotiating a Contract in China” (in Create coursepack)

**\*Assignment #2 submission due midnight Friday, Week 9**

### **Unit/Week Ten**

**Writing Proposals and Reports**

*Objectives:*

*Read: Locker/Findlay, Chapters 10 and 11; Assignment Case: “Cross-Cultural Negotiation: Americans Negotiating a Contract in China” (in Create coursepack)*

**Unit/Week Eleven**

**Employment Communications – an Overview**