

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

Distance Studies: Section 655

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, given opportunities to develop skills applicable to writing in a professional context, and encouraged to read about and apply findings from research in professional writing. G
communicate information, arguments, and analyses accurately and reliably, orally and in writing to a

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%

Course Policies

Assignment Format

All assignments are to be typed and double-spaced, and must have your name, course name,

particularly unnecessary for online submissions. When using sources in a paper, you will be expected to follow MLA, APA, or Chicago citation practice. See text (Locker/Findlay), pages 238–245.

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’* w _____, so assignments for a particular week are due by Friday (mid)night, Eastern Standard Time ***unless otherwise stated.***

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

Procedure for Assignment Submission

Under policies adopted by Writing Studies, final drafts of all assignments in 2100-level writing courses must be submitted through Turnitin.com (see **Scholastic Offences, including Plagiarism** below). Consequently, you will find Turnitin submission links for each of Assignments 1 to 4. You will upload your final version of each assignment through its link, ***as a single Word (.doc or .docx extension) file***,* titled to identify you as author. Your graded assignment, with comments, will be returned to you in the same format, through Sakai.

*Note: ***Pdf or other ‘read only’ formats, and compressed/ziped files are not acceptable. Please note also that Turnitin will not accept more than a single file submission. In other words, do not try to submit an assignment twice, or in parts as two or more files. Also note that I access your original uploaded Word file; typically any formatting errors etc. which show in the Turnitin ‘preview’ function will not appear on your uploaded file.***

Attendance/Participation (Please note posting requirements)

attendance and participation on the Discussion Board are intertwined. While Distance Studies classes are generally asynchronous, they are not correspondence or self-paced. You must attend class (defined as logging into our Sakai section) and participate by introducing yourself, and posting questions and thoughts during the first week, and by posting (by participating in a given set discussion topic) in subsequent weeks where there is a Discussion topic as indicated on this syllabus. This means at least three separate posts during each of those weeks (a week is defined *for this purpose* as running from Monday to Sunday), **at least one of which must be a reply/response to another student and at least one of which must be a 'new' post.** Extended absences, defined as a failure to post into the Sakai classroom for more than five consecutive days, must be coordinated with the instructor.

Postings on the Discussion Board must have the following characteristics:

- Must contribute something meaningful to the Board;
- Must support your opinion with sufficient reasons or evidence;
- Must display good grammar and organization.

Postings should not:

- Contain disrespectful, insulting, or offensive language;
- Be excessively long or excessively short;

Prerequisites

The University Senate requires the following statement to appear on course outlines:

requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from

Schedule

(Note: classes begin Monday January 6. On this Schedule, Week 1 ends Friday January 10; Week 2 runs Monday January 13 to Friday January 17, and so on, excluding Reading Week. Last day of class is Friday April 3.)

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 Discussion, introduce yourself to the class, and post any initial thoughts, comments, and questions you may have – both general, and/or as prompted by the Unit 1 lecture.*

Unit/Week Two

Rhetoric: The Concept of ‘Audience’; Building ‘Goodwill’

Objectives:

T *rhetorical consideration*
in professional writing;

To learn how analyze potential audiences for a message;

T secondary)

To understand how that analysis can help us *shape, structure, and organize* a message in order to maximize its potential effectiveness;

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Read: Locker/Findlay, Chapter 2; Assignment Case: 'Globe' (in 'Create' case pack)

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

The formatting of letter, memorandum, and email messages

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

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

***Winter Term Reading Week: 5 p.m. Friday February 14th to Midnight Sunday February 23rd.**

Unit/Week Seven

Writing Persuasive Messages

Objectives:

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 persuasive rhetorical situation:

Read: Locker/Findlay Chapter 9 and “TeknoSport” (pdf on ‘Lectures’ page)

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:

Through readings, you should be familiar with the following topics:

The importance of recognizing cultural variations

Cultural context as part of the rhetorical context of any message

x key categories

- or low-context

The importance of a clear sense of

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:

