

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

**Distance Studies**



**your original uploaded Word file; typically any formatting errors etc. which show in the**

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**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 sec

instructors by email within 24 hours of the end of the period of the self-reported absence.

Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,

- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are

Plagiarism is a major academic offence (see Scholastic Offence Policy as above). Plagiarized work will receive (ranging from 0 to 49) and may result in failure in the course as a whole.

plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>)

**Prerequisites**

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

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

To learn how analyze potential audiences for a message;  
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**Objectives:**

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

Some criteria for effective visuals

***Read: Locker/Findlay, Chapter 4***

***Assignment #1 due by 11:55 p.m. Sunday Week 6.***

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

**Unit/Week Seven (1 March to 7 March)**

**Writing Persuasive Messages**

**Objectives:**

Through 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); Assignment 2 Case: “Just Clean Your Hands” in Course Book***

***\*Download, Write, and Upload Sentence Structure/Grammar Test (15%)***

**Unit/Week Eight (8 March to 14 March)**

**Writing Persuasive Messages**

**Objectives:**

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

The classical model of rhetorical argument

Problems with the classical model

The Toulmin model of rhetorical argument

The distinction between the formal validity of an argument and its persuasiveness in a more general sense



The importance of assumptions shared by the sender and receiver of a



*Deadline for submission of Assignment #3 is 11:55 p.m. on Friday, April 16  
(last day of classes) OR as directed by your instructor.*