

2111G:

Assignment #1: Negative messages with positive emphasis (up to 1000 words)	20%
Assignment #2: Proposal with visual (up to 1200 words)	25%
Assignment #3: Formal report with visual (1200-1400 words, excluding front and back matter)	40%
Sentence Grammar/Structure Test (online on Owl site)	15%

Course Policies

Assignment Format

All assignments are to be typed and must have your name, course name, section number, and instructor's name on the first page. Do not use a cover page; these are particularly unnecessary for online submissions. When using sources in a paper, you will be expected to follow MLA, APA, or Chicago citation practice. See Rentz, Lentz, and Campagna, Reference Chapter B, and *The Canadian Writer's Handbook: Second Essentials Edition*, Appendix B.

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 Medical Accommodation Policy, below). Our class week runs from Monday to Sunday, so assignments for a particular week are due by Sunday (mid)night, Eastern Standard Time, unless otherwise stated.

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

When submitting assignments on Owl, please title your papers thusly: First Name_Essay # (for example, Chris_2). You will lose points on your mark for failing to name your file properly

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 assignment. 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. See note above on how to name your file. Your graded assignment, with comments, will be returned to you in the same format, through Owl.

*Note: PDF or other read-only formats and compressed/zipped files are not acceptable. Please note also that Turnitin will not accept more than a single file submission. In other words, do not

2. Discuss the situation with the class. Chances are there is at least one other student in the class who had a similar response to the material. Discussion enhances the ability for all class participants to have a fuller understanding of context and impact of course material and class discussions.
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519.661.3030 (during class hours) or 519.433.2023 after class hours and on weekends.

Support Services

Registrarial Services <http://www.registrar.uwo.ca>

Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>

Services provided by the USC <http://westernusc.ca/services/>

Academic Support and Engagement <http://www.sdc.uwo.ca/>

Schedule

(Classes begin Monday, January 10. The first week, therefore, runs from January 10 until January 16. All subsequent weeks also run Monday-Sunday, with exceptions for Reading Week and the final week of classes, where classes end on Friday, April 8.)

Unit/Week One (January 10-16)

An introduction to professional communication

Read:

CWH, Sections 3-4

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 (January 17-23)

Audience, purpose, medium

Read:

RLC, Chapter 5, pp. 150-2
RLC, Reference Chapter A, pp. A-13 to A-22
CWH, Section 5

Discussion Topic: You work as a student intern in the office of the CAO (Chief Administrative Office) in Mediantown. The Chair of the Committee of Adjustment (which is composed entirely of volunteers) sent the attached letter (see Forum) to the CAO, and the CAO has asked you for a preliminary analysis of the primary audience for the City's response. What can you learn about the letter writer from the letter itself, and what would you recommend the response look like on that basis? Do other audiences need to be considered?

Unit/Week Three (January 24-30)

Building positive relationships through communication: goodwill

Read:

RLC, Reference Chapter A, pp. A-2 to A-13
CWH, Section 15

Discussion Topic: Look at Skills-Building Exercises on "Using the You-Viewpoint" and "Rewriting for Courtesy and Positive Effect" (RLC, pp. 189-90). Pick any sentence, and rewrite that sentence according to the instructions. Comment as necessary. Try and pick a sentence no one has done (some will get done more than once, but many different rewrites are possible!). Remember to comment on other people's work.

Unit/Week Four (

RLC, Chapter 5, pp. 153-9
CWH, Section 2

Discussion Topic: Find an online example of a document/website that violates one of the four main principles of design: contrast, repetition, alignment, or proximity. Link to the document/website, explain the problem, and offer a solution.

Unit/Week Eight (March 7-13)

Visual rhetoric: visuals

Read:

Download, write, and upload sentence structure/grammar test (15%)

Unit/Week Nine (March 14-20)

Cross-cultural communication

Read:

RLC, Chapter 11, pp. 372-85 (secondary research)

Assignment #2 submission due by 11:55 p.m., Sunday, Unit/Week 9

Unit/Week Ten (March 21-27)

Research and writing (the right type of) reports

Read:

Unit/Week Eleven (March 28-April 3)

Employment Communications

Read: RLC, Chapter 15 communicating in the Job Search

Discussion Topic: Find an ad for a job – in either a print source or online – for which you more or less qualify now. Read the ad carefully and list the specific skills and employee attributes sought by the employer, ranking them from most to least important. Make a list of your specific present skills, education, and personal qualities that might be relevant and attempt to match the two lists. Use this as a basis to discuss strategies you could use to respond to the ad, maximizing your strengths and legitimately (without being deceptive!) minimizing your

Reports: executive summaries; and final comments

Read:

**Assignment #3 submission due by 11:55 p.m. on Friday, April 8 (last day of classes)
OR as directed by your instructor*