

2111G: Writing in the World: Introduction to Professional Writing
Distance Studies (Session/Section #655)

(1200-1400 words, excluding front and back matter)

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,

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;

once, but many different rewrites are possible!). Remember to comment on other people's work.

Unit/Week Four (January 30-February 5)

Good-news, neutral, and bad-news messages

Read: RLC, Chapter 8, “Writing Good-News and Neutral Messages”
RLC, Chapter 9, “Writing Bad-News Messages”
RLC, Reference Chapter A, pp. A-2 to A-13
CWH, Sections 16-25

Unit/Week Five (February 6-12)

Good-news, neutral, and bad-news messages (continued)

Read: RLC, Chapter 8, “Writing Good-News and Neutral Messages”
RLC, Chapter 9, “Writing Bad-News Messages”
RLC, Chapter 5, pp. 136-43
Statstar case (under Unit 5/Week 5 content)

***Assignment #1 due by 11:55 p.m., Sunday, Week 5**

Discussion Topic: Refer to Problem-Solving Case #1 (RLC, p. 283). Compose a brief message to the Rim Ridge Community Arts Association that declines the offer to serve on their board. Post the message, and explain your choices in composing it.

Unit/Week Six (February 13-17)

Persuasive messages and proposals

Read: RLC, Chapter 10, “Writing Persuasive Messages and Proposals”
RLC, Chapter 5, pp. 141-3
RLC, Reference Chapter A, pp. A-13 to A-14
CWH, Section 8

Discussion Topic: What appeals would be appropriate for the following products when they are being sold to consumers? How might the appeals differ depending on the age and/or gender of the target audience? Think about the broad categories (pathos and logos), but also think of specific appeals that might work with different consumer groups. Choose one product from the list to comment on.

{Reading Week: Saturday, February 18-Sunday, February 26}

Unit/Week Seven (February 27-March 5)

Visual rhetoric: document design

Read: RLC, Chapter 3, “Designing Documents with Visual Appeal”
RLC, Chapter 5, pp. 153-9
CWH, Section 2

**Assignment #3 submission due by 11:55 p.m. on Friday, April 10 (last day of classes) OR as directed by your instructor*