

**2111F: Introduction to Professional Writing
Fall 2024**

**Section:
Time/Room:
Instructor:**

**Email:
Office:
Office hours:**

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.

information, arguments, and analyses accurately and reliably, orally and in writing, to a range of

upon successful completion of this course, you will have demonstrated the ability to

1. identify and define rhetorical contexts for professional communication;
2. identify, define, and understand the purpose for writing within those rhetorical contexts;
3. understand the relationship between context, purpose, and audience and how that relationship should shape a message;
4. use that understanding to develop a persuasive argument;
5. generate ideas for a variety of communicative purposes, such as communicating a negative message with positive emphasis;
6. understand basic principles of cross-cultural communication and their significance;
7. understand basic principles of document design and apply them;
8. write cohesive and coherent prose using the grammar and conventions of Standard Written English;
9. identify and correct errors in composition, grammar, and mechanics; and
10. incorporate feedback into revisions.

Required Texts

Rentz, Kathryn, Paula Lentz, Marco Campagna, and Carleigh Brady. *Business Communication: A Problem-solving Approach*. Second Canadian edition. Toronto: McGraw-Hill, 2024.

Messenger, de Bruyn, et al.

Assignment #2: Proposal with visual **25%**
(up to 1200 words)

Assignment #3: Formal report with visual **40%**
(1200-1400 words, excluding front and back matter)

Grammar Quizzes (in Brightspace; best two of three) **15%**

Note: Each of Assignments 1, 2, and 3 includes a preliminary peer-reviewed draft stage. In each week a peer-review session is scheduled, you must bring to class a copy (paper or electronic) of a preliminary draft of the assignment in question. This draft should be sufficiently complete (in my judgement) to allow you to obtain meaningful comment on it from one or more of your peers. I will ask you to show me your draft in class, during the peer-review session. ***Be sure to submit electronic drafts in Brightspace in a format that I can access.*** Failure to attend class with a *will result in the earned mark for that assignment being reduced by 10%.* So, for example

**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 policies

Attendance at class is required to improve as a writer. Here is the Writing Studies attendance

For procedures on how to submit Academic Consideration requests through the Student Absence

https://registrar.uwo.ca/academics/academic_considerations/index.html