

WRITING 1031G – Distance Studies

Global Positioning: Introduction to Rhetoric and Professional Communication

COURSE DESCRIPTION AND OBJECTIVES

This course introduces students to the rhetorical principles and practices of writing and oral communication in professional contexts. Particular attention is paid to understanding audience, context, and purpose; the grammar of Standard Written English; modes of persuasion; and the negotiation of cultural difference.

Students learn strategies for idea generation, composing a first draft, and effective revision, editing and proofreading techniques.

Upon successful completion of this course, students will have demonstrated the ability to

- identify and define rhetorical contexts for professional communication;
- understand the relationship between context, purpose and audience and how that relationship should shape a message;!
- use that understanding to develop persuasive messages;!
- generate ideas for a variety of communicative purposes, such as communicating a negative message with positive emphasis;!
- understand the basic principles of writing formal reports and apply them;!
- understand the basic principles of cross-cultural communication and their significance;!
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MacRae, Paul. *Business and Professional Writing: A Basic Guide*. Second Canadian Edition. Peterborough: Broadview, 2019.

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COURSE REQUIREMENTS

Assignment 1: Negative Message (up to 1000 words)	10%
Assignment 2: Persuasive Message with Visual (up to 1200 words)	25%
Assignment 3: Formal Report Exercise (up to 1250 words, excluding front and back matter)	30%
**Sentence Grammar/Structure Quizzes (3 x 5%)	15%
**Final Exam (to be written during Exam Period)	20%

request acceptable to me (see also the policy section ‘Academic Consideration and Accommodation below). Important: you are responsible for keeping an electronic copy of all assignments you submit.

Test 1, 2, and 3 must be written during the weeks specified on the syllabus Schedule. I will communicate the procedure and the time for these in advance during term. As noted in the policy section ‘Academic Consideration and Accommodation’ below, if you miss a Test you may elect to contact me directly to see if we can agree informally to arrange a make-up.

Under policies adopted by Writing Studies, final drafts of all assignments in first-year and 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 3. 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.

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for (and encourages) instructors to deal directly with accommodation requests for

shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet their academic responsibilities.

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy. Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Academic accommodation shall be granted only where the documentation indicates that the onset, duration, and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. (Note – it will not be sufficient to provide documentation indicating simply that the student “was seen for a medical reason” or “was ill.”)

Whenever possible, students who require academic accommodation should provide

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these