

Instructor: Prof. Marielle Aylen

2111F/G Section: # 001: Introduction to Professional Writing Winter 2018

Time/Room: Monday 9:30-12:30 AHB 3R07

Office: Lawson Hall 3270E Office hours: Mon 12:45-2:45

Email: maylen@uwo.ca (I will respond within 24 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 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. The course aims to help you develop “the ability to communicate information, arguments, and analyses accurately and reliably, orally and in writing to a range of audiences” (Ontario Council of Academic Vice Presidents’ statement on ‘University Undergraduate Degree Level Expectations’ 24 October 2005). More specifically, 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 ‘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.

To provide the context for the course assignments, this course makes use of case studies. You will read a chapter about concepts of professional writing in the textbook and then read a case study in which those concepts are operational. You will be asked to complete a written assignment that incorporates those principles (see ‘**Final Course Grades**’ below).

Required Texts

Locker, Kitty O. and Isobel Findlay. *Business Communication Now*. Third Canadian edition. McGraw-Hill Ryerson: Toronto, 2015.

Create CasePack for Western Writing 2111F/G (McGraw-Hill Ryerson). Note: this may be sold either bundled with the textbook (Locker/Findlay) or separately. Check with the Bookstore.

Messenger, de Bruyn et al. *The Canadian Writer’s Handbook. Second Essentials Edition*. Oxford University Press, 2017.

Assignments

Final Course Grades: your final grade in the course will be based on your performance in the required work, weighted as shown below.

- In-class quizzes on sentence structure/grammar issues
(see schedule and Announcements on OWL for possible changes) 15%
- Week 3 –Diagnostic Paper: Audience Analysis
(up to 500 words) Ungraded
- Week 5 – Workshop Draft Assignment 1: Negative Message with Positive Emphasis
(up to 1000 words)
- Week 6 – Final Draft Assignment 1 20%
- Week 8 – Workshop Draft Assignment 2: Persuasive Message with visual
(up to 1200 words)
- Week 9 – Final Draft Assignment 2 25%
- Week 11 – Workshop Draft Assignment 3: Research-Based Formal Report
(up to 1250 words, excluding front and back matter)
- Week 13 – Final Draft Assignment 3 40%
- **Note:** Assignments 1, 2 and 3 include a scheduled peer-reviewed draft stage. *For the peer-review sessions, you must bring to class a hardcopy of the assignment. I will ask you to show me your draft at the beginning of class, and this draft should be sufficiently complete (in my judgment) to allow you to obtain meaningful comment on it from your peers.* Failure to attend class with a sufficiently complete draft, and/or to participate by reviewing at least one other student’s draft *will result in the earned mark for that assignment being reduced by 10%.* So, for example, what would have been an earned mark of 78 for Assignment #3 will have a mark of 70 recorded. **Note** that this penalty will be applied *in addition* to any other applicable penalties, e.g. for late submission.
- *The Final Drafts of Assignments 1, 2, and 3 must be submitted: 1) as hardcopies at the start of class; and 2) to turnitin.com under the Assignments tab on OWL on the due date (read formatting instructions carefully and retain the receipt).*

Course Policies

Attendance policies

Attendance at class is required to improve as a writer. This is the Writing Studies attendance policy in this class:

- You may miss up to three hours (the equivalent of one week of class) of class meetings during the term without explanation. That means that the first three class hours you miss will be recorded as absences but *excused provided you don’t miss any more.*
- However, if you miss a total of **four to nine class hours** (the equivalent of up to three full weeks of class), your final grade will be reduced by 10% (e.g. an earned final grade of 80% will be reported as a final grade of 72).
- If you miss a total of **more than nine hours** of class meetings (the equivalent of more than three weeks of class meetings) your final grade will be reduced by 15% (e.g. an earned final grade of 80% will be reported as a final grade of 68).

This policy will be waived only for medical or compassionate reasons. If you have good reasons for waiving an absence of one class meeting (e.g. if you’ve missed three hours, and need to miss another class meeting) discuss these reasons with your instructor within one week of that absence. If your absence is extended and prolonged (over one week of continuous non-attendance), then you should discuss it with your academic advisor in your home faculty, who may require documentation. That advisor may then contact all your instructors. See also: ‘**Medical Accommodation Policy.**’ **Attendance also extends to tardiness.** If you are more than 20 minutes late, you will be penalized an hour of attendance. Please make every effort to be on time as late entry can disrupt the flow of discussion in our class. Early departures from class, which have not been previously arranged with the instructor, will also be counted as an absence. If you leave during the break, you will be docked an hour of attendance.