

**2111F/G: Writing in the World: Introduction to Professional Writing
Distance Studies; 2111F Fall Session/Section 654****Instructor: Professor Marielle Aylen****Office: UC 1425 x 86645****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. Generally, 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 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.

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 read a case study in which those concepts are operational. You will be asked to complete a written assignment that incorporates those concepts (see ‘**Final Course Grades**’ below).

Required Texts

Locker, Kitty O. and Isobel Findlay. *Business Communication Now*. Fourth Canadian ed. McGraw-Hill Ryerson: Toronto, 2018.

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*. Toronto: OUP, 2017.

Instructor postings on OWL site under Resources.

Course Requirements and Grade Allocations

Diagnostic Paper: Audience Analysis (up to 500 words)	Ungraded
Assignment #1: Negative Message with positive emphasis (up to 1000 words)	20%
Assignment #2: Persuasive Message with visual (up to 1200 words)	25%
Assignment #3: Formal Report (up to 1250 words, excluding front and back matter)	40%
Sentence Grammar/Structure Test (on OWL)	15%

Course Policies

Assignment Format: All assignments are to be typed and double-spaced, 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 text (Locker/Findlay), pages 238 – 245.

Submitting Assignments: Due Dates and Penalties: Assignments are due on the dates specified in the syllabus. Late papers **will be penalized at 2.5% per day unless** I have granted an extension. You must contact me ahead of time for an extension and provide a suitable reason (*see also the section 'Medical Accommodation Policy'* below). Our class 'week' runs from Monday to Friday, so assignments for a particular week are due by Friday (mid)night, Eastern Standard Time **unless otherwise stated**.

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**). Your graded assignment will be returned to you through OWL.

Attendance/Participation (Please *note* posting requirements): While Distance Studies classes are generally asynchronous, they are not correspondence or self-paced. You must attend class (defined as logging into our OWL section) and participate by posting to weekly Forums (not all weeks require contributions). This means at least **three separate posts** during each week (a week is defined *for this purpose* as running from Monday to Sunday), at least one of which must be a reply/response to another student and at least one of which must be a 'new' post. Extended absences, defined as a failure to post into the OWL classroom for more than five consecutive days, must be coordinated with the instructor.

Postings on the Discussion Board must have the following characteristics:

- Must contribute something meaningful to the Board;
- 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;
- Be unrelated to the week's topic;
- Say things that do not contribute anything, e.g. "I agree with you" or "nice comment."

Note that ‘attendance’ as defined in this section is **mandatory** in this course. Failure to meet the minimum posting requirements as defined above for **any week where there is Discussion** *will* result in your earned final grade in this course being reduced by 3%. That penalty is cumulative to a maximum of five weeks. Failure to meet the minimum posting requirements for **five or more weeks where there is Discussion** *will* result in your earned final grade being reduced by 15%.

Prerequisites: The University Senate requires the following statement to appear on course outlines:
“Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”