



Department of English and Writing Studies

WRITING 1031F

Global Positioning: Introduction to Rhetoric and Professional Communication – FALL 2021

SECTION: 001

TIME/LOCATION: Th 12:30-3:30 / UC 1220

PROFESSOR: Tim Freeborn

EMAIL: Please use OWL Message

OFFICE: UC 1426

**OFFICE HOURS: Thurs. 10:30-12:30
or by appointment**

COURSE DESCRIPTION AND OBJECTIVES

DESCRIPTION

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, approaching revision, peer review, and effective editing and proofreading techniques.

LEARNING OBJECTIVES

Upon successful completion of this course, students 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.

TEXTBOOKS

1. **Required:** Paul MacRae. *Business and Professional Writing: A Basic Guide*. Second Edition. Broadview Press, 2019.
2. **Required:** Messenger, de Bruyn et al. *The Canadian Writer's Handbook: Second Essentials Edition*. Oxford University Press, 2017.
3. **Required:** Access to the Internet/OWL

COURSE REQUIREMENTS

Method of Evaluation	Grade Value	Deadline
Diagnostic Paper (up to 500 words)	ungraded	Week 3
Assignment 1: Negative Message (up to 1000 words)	10%	Week 6
Assignment 2: Persuasive Message with Visual (up to 1200 words)	25%	Week 8
Assignment 3: Formal Report exercise (up to 1250 words, excluding front and back matter)	30%	Week 12
In-class Quizzes (3 x 5%)	15%	Weeks 4, 6, 9
Final Exam (written during Exam Period)	20%	TBA
Total	100%	

Academic Integrity Unit

All students are required to enroll in and complete the Centre for Teaching and Learning's Academic Integrity Tutorial. To access the tutorial, please use the link provided in the Resources tab in the course OWL site. Once the tutorial has been completed, you will receive a downloadable certificate. You must upload the certificate and submit it through the course Assignments tab in order to complete this assignment. **The tutorial must be completed by Friday in the second week of term.** This tutorial is mandatory in order for you to complete and pass the course.

Exam

The exam will test the skills that you have developed over the course of the semester in terms of your writing ability (purpose, coherence, cohesion, style, and grammar) and your understanding of the fundamental elements of writing for professional communication as discussed in class and in course readings.

Assignment Format

Assignments must be typed, double-spaced, and stapled. All assignments must have your name, course name, section number, and instructor's name on the first page.

When using sources in a paper, you will be expected to follow MLA standards for documentation, detailed in *The Canadian Writer's Handbook*, chapter 37.

Submitting Assignments

In this course you will be required to submit the final version of each of your assignments electronically, through OWL to turnitin.com and provide your instructor with a hard copy in class the day the assignment is due.

Late assignments will receive a penalty of 5% per day, and they will not receive comments. To qualify for an extension, you must have a valid reason and contact your instructor prior to the deadline. Please see the medical accommodation policy below.

If necessary, please submit essays to the English and Writing Studies Department Drop Box outside University College 2401, making sure that your instructor's name and your section number appear clearly

on the first page. However, do not fax or email assignments. You must keep copies (electronic, paper, or both) of all assignments submitted.

Attendance Policies

Attendance at class is required to improve as a writer. Here 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 or want 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 of your instructors. See also: '**Medical Accommodation Policy**' below.

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.

Note: a class meeting missed in order to write a test, exam, or other form of 'make-up class' in another course will count as non-attendance, and will attract penalties as defined above if applicable. Instructors at the University of Western Ontario shall not require a student to write a make-up test or similar at times which conflict with that student's other scheduled class times. If you are asked or 'required' to do this, you should immediately contact an academic counsellor in your Dean's office. If you elect to miss a class in order to write such a test, that is your choice; your absence will not be excused.

Classroom Policy

You will be expected to read the chapters assigned from your textbook before coming to class. I will not summarize the required reading. Instead, I will explain the salient issues arising from a particular chapter. Also, expect intermittent lessons on unassigned topics in response to repeated writing errors.

Email Policy

When you contact me using OWL Message, you can expect a response within twenty-four hours. If you e-mail me using Outlook/Western e-mail, you can expect a response within one week. If you e-mail me using a non-UWO account, you will not receive a response. If I foresee that I cannot respond to e-mails within times listed above, I will post an announcement on OWL. Please keep in mind that you should use e-mail to arrange appointments, to inform me that you will miss a class, and to ask relatively simple questions (i.e., questions that I can answer in one or two sentences).

Scholastic Offences, Including Plagiarism

The University Senate requires the following statements, and Web site references, to appear on course outlines:

“Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf”

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy as above).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Antirequisites

The antirequisite for this course is WRIT 2111F/G. You cannot take this course if you have taken WRIT 2111F/G.

Academic Accommodation and Consideration

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: [Academic Accommodation for Students with Disabilities](#).

Academic Consideration for Student Absence

Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student’s final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student’s final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are *not* met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation. All requests for consideration for assessments worth more than 30% of a final grade must be directed to the Academic Counselling office of a student’s Home Faculty.

In this course, all requests for academic consideration must be directed to the Academic Counselling office of the student’s Home Faculty if a SRA will not be used.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty.**

For Western University policy on Consideration for Student Absence, see

[Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs](#)

and for the Student Medical Certificate (SMC), see http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Multicultural Calendar](#).

Special Requests (Special Examinations, Incomplete Standing, Aegrotat Standing)

Please refer to the “Information for All Students in a Writing Course” for more detailed information. Briefly, remember that your instructor does not have the discretion to initiate, consider, or grant (or not) such requests; you must go directly to the Dean’s office of your home faculty.

Students who are in emotional/mental distress should refer to Health and Wellness <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help. Immediate help in the event of a crisis can be had by phoning 519.661.3030 (during class hours) or 519.433.2023 after class hours and on weekends.

Support Services

Registrarial Services <http://www.registrar.uwo.ca>

Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>

Services provided by the USC <http://westernusc.ca/services/>

Academic Support and Engagement <http://www.sdc.uwo.ca/>

CLASS SCHEDULE

Week 1 Sept. 9	<u>Introduction: Writing and Rhetoric in Professional Contexts</u> Read: MacRae Introduction; Chapters 1 and 2
Week 2 Sept. 16	<u>Rhetoric (cont.): Audience and Purpose</u> Read: MacRae Introduction; Chapters 1 and 2 Introduction to Diagnostic Paper (Audience Analysis)
Week 3 Sept. 23	<u>Standard Written English: What is it? Why does it matter?</u> <u>Writing Clearly</u> <u>What is copy-editing, and why does it matter?</u> Read: MacRae Chapters 2, 3, and 4 <i><u>Diagnostic Paper: Audience Analysis due (ungraded)</u></i>
Week 4 Sept. 30	<u>Writing Informative, Positive, and Negative Messages</u> Introduction to Assignment 1 (Negative Message) Read: MacRae Chapters 7, 8, and 9

Quiz 1: Parts of Speech

Week 5
Oct. 7

Writing Informative, Positive, and Negative Messages

Read: MacRae Chapters 7, 8, and 9

Draft of Assignment 1 due in-class; peer review

Week 6
Oct. 14

Writing Persuasive Messages; The Importance of Design (visual rhetoric)

Introduction to Assignment 2 (Persuasive Message with visual)

Read: MacRae Chapters 5, 6, and 9

Assignment 1 final draft due (10%)

Quiz 2: Punctuation

Week 7
Oct. 21

Writing Persuasive Messages

Read: MacRae Chapter 9

Week 8
Oct. 28

Cross-Cultural Communication

Read: Oxford Handbook, chapter 14

Draft of Assignment 2 due in-class; peer review

October 29–November 7: Fall Reading Week: No Classes

Week 9
Nov. 11

Writing Proposals and Reports

Introduction to Assignment 3 (Formal Report)

Review of Common Grammatical Errors

Read: MacRae Chapters 17, 18, and 19

Assignment 2 final draft due (25%)

Quiz 3: Editing Exercise

Week 10
Nov. 18

Writing Proposals and Reports and Writing on the Web

Read: MacRae Chapters 14, 17, 18, and 19

Week 11
Nov. 25

Principles of Individual and Group Oral Presentations: An Overview

Read: MacRae Chapters 15 and 16

Draft of Assignment 3 due in-class; peer review

Week 12
Dec. 2

Exam Review/Final Comments

Assignment 3 final draft due (30%)