

**2111F/G: Introduction to Professional Writing
F/W 2020-21****Section:** # 2111F 001**Time/Room:** Mon. 9:30-12:30, UC 1220 (lab)**Instructor:** Dr. Marielle Ayles**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,” December, 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.

Required Texts

Rentz, Kathryn, Paula Lentz, and Marco Campagna. *Business Communication: A Problem-Solving Approach*. First Canadian edition. Toronto: McGraw-Hill, 2021.

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

Final Course Grades

Your final grade in the course will be based on your performance in the required work, weighted as shown below.

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| ■ In-class quizzes on sentence structure/grammar issues | 15% |
| ■ Assignment 1: Negative Message with positive emphasis (up to 1000 words) | 20% |
| ■ Assignment 2: Proposal with visual (up to 1200 words) | 25% |
| ■ Assignment 3: Formal Report with visual (1200-1400 words, excluding front and back matter) | 40% |
| ■ Note: Each of Assignments 1, 2, and 3 includes a preliminary peer-reviewed draft stage. 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 <i>in addition</i> to any other applicable penalties (e.g., for late submission). | |

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.

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.

Antirequisites

The antirequisite for this course is WRIT 1031F/G. You cannot take this course if you have taken WRIT 1031F/G.