

**2111G: Writing in the World: Introduction to Professional Writing  
Distance Studies; (Winter/Section 202-2021 #657)**

<b>Instructor:</b> Professor Marielle Aylen
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**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 also 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 ‘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.

This course makes use of case studies. You will apply a textbook chapter on concepts in professional writing to 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.

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

**Custom Course Book** for Writing 2111F/G (e-book; order through The BookStore, Western). “*Cross-Cultural Negotiation: Americans Negotiating a Contract in China*” (link on Assignment Prompts page)

Instructor postings on section OWL/Sakai site.

## 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 (online on Owl site)	15%
Forums (see Attendance/Participation below)	

### Course Policies

#### Assignment Format

All assignments must 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 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

Assignments are due on the dates specified in the syllabus. Late papers **will be penalized 2.5% per day unless** I have permitted an extension of the due date. You must contact me ahead of time 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 on Friday (mid)night, Eastern Standard Time *unless otherwise stated*.

*Important: you are responsible for keeping a copy of all assignments you submit.*

#### 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** below). Consequently, you will find Turnitin submission links for each of Assignments 1 to 4. 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.

\*Note: *Pdf or other 'read only' formats, and compressed/zipped files are not acceptable. Please note also that Turnitin will not accept more than a single file submission. In other words, do not try to submit an assignment twice, or in parts as two or more files. Also note that I access your original uploaded Word file; typically any formatting errors etc. which show in the Turnitin 'preview' function will not appear on your uploaded file.*

Attendance/Participation (Please note posting requirements)

Obviously, we do not meet formally as a ‘class’ in a Distance Studies course. Therefore, ‘attendance’ and participation on the Discussion Board are intertwined. While Distance Studies classes are generally asynchronous, they are not correspondence or self-paced. You must attend class (defined as logging into our Sakai section) and participate by introducing yourself, and posting questions and thoughts during the first week, and by posting (by participating in a given week’s set discussion topic) in subsequent weeks where there is a Discussion topic as indicated on this syllabus. This means at least three separate posts during each of those weeks (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 Sakai 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%.

### **Accommodation Policy**

**Note: the official Western Accommodation Policy appears below. This is in effect, but may be modified temporarily by the university during the academic year as conditions change.**

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 by email within 24 hours of the end of the period of the self-reported absence.

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.

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](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

**Students who are in emotional/mental distress should refer to MentalHealth@Western: (<https://www.uwo.ca/health/psych/index.html>) for a complete list of options about how to obtain help.**

**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 I do 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.

<b>Useful Links:</b>
Registrarial Services <a href="http://www.registrar.uwo.ca">http://www.registrar.uwo.ca</a>
Student Support Services <a href="https://student.uwo.ca/psp/heprdweb/?cmd=login">https://student.uwo.ca/psp/heprdweb/?cmd=login</a>
Services provided by the USC <a href="http://westernusc.ca/services/">http://westernusc.ca/services/</a>
Student Development Centre <a href="http://www.sdc.uwo.ca/">http://www.sdc.uwo.ca/</a>
Students who are in emotional/mental distress should refer to MentalHealth@Western: <a href="http://www.uwo.ca/uwocom/mentalhealth/">http://www.uwo.ca/uwocom/mentalhealth/</a> for a complete list of options about how to obtain help

**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](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). Plagiarized work will receive an 'F' (ranging from 0 to 49) and may result in failure in the course as a whole.

“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>).”

### **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.”

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## **Equity, Diversity, Inclusion (EDI)**

· The use of any language that works against the values of Equity, Diversity, and Inclusion will not be tolerated.

## **Online Etiquette: General considerations of “netiquette”**

- Keep in mind the different cultural and linguistic backgrounds of the students in the course.
- Be courteous toward the instructor, your colleagues, and authors whose work you are discussing.
- Be respectful of the diversity of viewpoints that you will encounter in the class and in your readings. The exchange of diverse ideas and opinions is part of the scholarly environment. “Flaming” is never appropriate.
- Be professional and scholarly in all online postings. Cite the ideas of others appropriately.
- Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable.